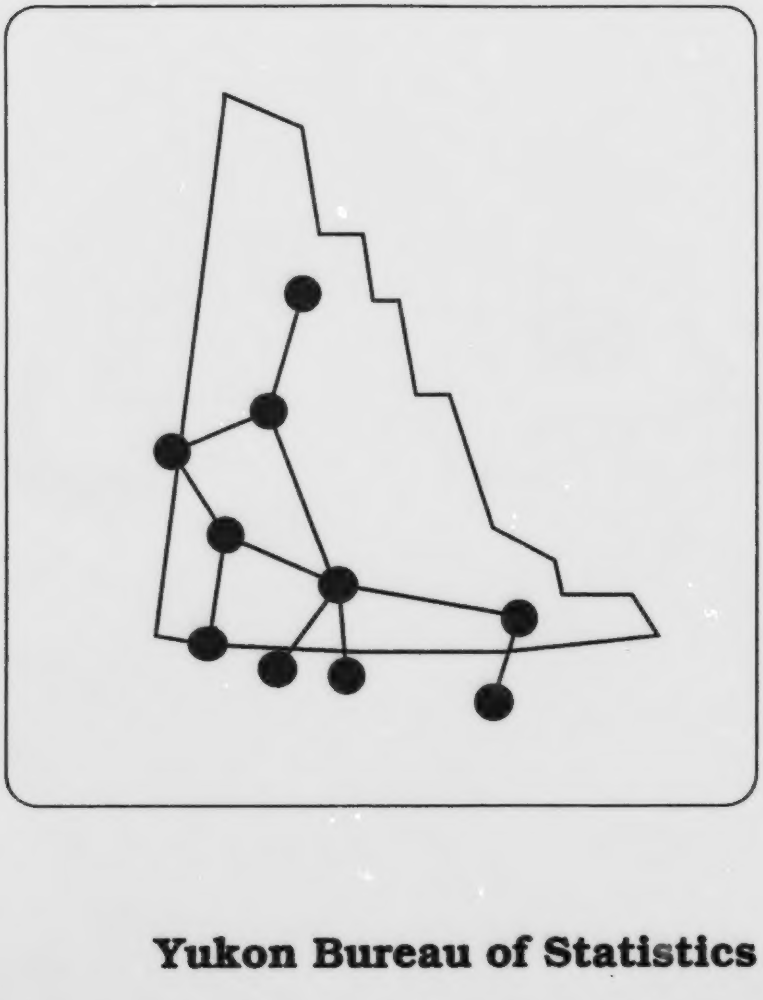
Yukon Visitor Exit Survey
1987

EXECUTIVE SUMMARY REPORT



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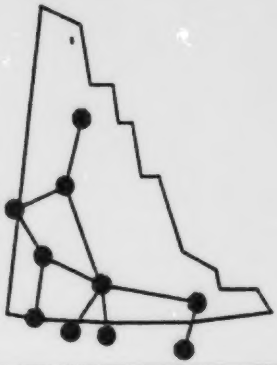


Executive Summary

The 1987 Yukon Visitor Exit Survey took place between June 1st and September 30th, 1987. All information presented in this report represent non-Yukon visitors during this four month period.

A sample of visitors to the Yukon, fifteen years of age or over, whose residence was outside the Yukon was surveyed. Survey sites were situated at six major highway exit sites for visitors in private vehicles, in Whitehorse and Dawson City hotels for tour bus passengers, the Whitehorse Bus Depot for Greyhound Bus passengers, and at the Whitehorse Airport for commercial air passengers. Each site operated on an independent, randomly selected interviewing schedule. The two daily flights of Canadian Airlines International were surveyed during seventy-four stints at the Whitehorse Airport. A list of the number of out-bound passengers boarded on these flights was obtained from the Airport Manager's office each month. An estimate of visitors exiting through the Watson Lake Airport was also received from Canadian International Airlines. These numbers were included in the statistical weighting.

In very brief terms the Visitor Exit Survey was designed to provide accurate and reliable information about the total Yukon and the mode of last exit. The survey was conducted with the support of Statistics Canada who was commissioned to assist the design, operation and evaluation stages of the survey. All aspects of the survey operation were performed as designed. The final results exceed accepted professional standards.

Every effort has been made to validate results with independent estimates such as international border crossings, traffic counters, bus, and airline schedules and other related surveys. For example, the estimated number of border crossings of non-Yukon visitors entering the Yukon from the U.S.A., based on route information provided in the survey, was within 2.3% of the actual number of non-Yukoners reported entering the Yukon by Canada Customs during the operation of the survey.

During the operation of the survey a full on-site review was performed by a senior survey methodologist from statistics Canada covering all aspects of the survey's procedures.

The 1987 Yukon Visitor Exit Survey through design, management and methodological control has resulted in one of the most detailed, documented and creative products available for tourism planning and policy formation to date. The statistical reporting in this report represents only part of the potential of this survey.

Future analysis will be undertaken by the Department of Tourism. The documentation, data structure, and computer access have been designed to permit flexibility of analysis for future researchers.

(1) MAIN RESULTS:

The following points summarize the results of the Yukon Visitor Survey (part 1).

* An estimated 88,500 travel parties visited the Yukon during the summer of 1987. This represented 193,700 individual visitors. These visitors spent approximately $37,000,000. These expenditures represent direct "out of pocket" expenditures made in the Yukon but do not include expenditures such as prepaid travel arrangements and travel to the Yukon.

* The average party size was 2.2 persons. The average party stayed in the Yukon for approximately 4.3 nights which could represent a greater or lesser number of days depending on the time of day they entered or exited the Yukon. On average a party spent $410 per trip or $66 per person per night while in the territory. Extremely high spenders and extremely low spenders have been eliminated to avoid results that may be misleading.

* Seventy-nine percent of the parties to the Yukon are American, 17% Canadian, and 4% are from other countries.

- Fifty-nine percent of visitors exited the Yukon by highway (twenty-eight percent of the travellers to the Yukon exited by car, truck, or van, while 19% exited using a camperized vehicle or pulling a trailer, and 11% exited by recreational vehicle (motor home)), 35% by bus, and 6% by air.
- The vast majority (91%) cited the purpose of their trip as pleasure or a combination of pleasure and business. Only 9% identified business as the primary purpose of their travelling.
- Expenditures were distributed widely, with 24% of visitors spending less than $25 per person per night, 23% between $25 to $50, 24% between $50 and $75; 18% between $75 and $100, and 12% spent $100 or more per person per night.

(2) DEMOGRAPHICS:

The number of male visitors was slightly higher than the number of females during the survey period. A total of 97,000 (50.1%) males visited compared to 95,800 (49.5%) females (0.5 non-response rate).

An estimated 8.4% of visitors were under the age of 15 years, 2.7% between 15 and 19 years, and 8.5% between 20 and 29 years. The largest age group of visitors was in the 40 to 69 years of age, this included 22,100 (11.4%) persons 40 to 49 years, 28,800 (14.9%) persons between 50 and 59 years, and 58,000 (30.6%) persons between 60 and 69 years. A total of 19,200 persons (9.9%) were the age 70 to 74 and 7,900 persons (4.1%) were 75 years or older.

(3) MODE OF LAST EXIT:

"Mode of Last Exit" refers to the type of transportation a party used at the time they exited the Yukon for the last time. As an Exit Survey only those visitors that were exiting from the Yukon for the last time on their return to point of origin were surveyed.

Persons who exited by private vehicle accounted for 58% of all visitors. This represented 114,100 individuals or 46,600 parties. Bus and Coach travellers amounted to 67,700 individuals, or 35% of all visitors; this translates into 34,300 parties visiting the Yukon.

(4) PLACE OF ORIGIN

Seventy-nine percent of all individuals visiting the Yukon were Americans which represented 152,800 individuals or 68,500 parties. American's spent 63% of all expenditures during this period, or just over $23,000,000.

Canadians accounted for 17% of total individuals (33,200) and 18% of the visiting parties (16,200) to the Yukon. Although only 17% of the total in numbers, this group spent 31% of the total expenditures during the survey.

Visitors from other countries amounted to 4% of the total, or 7,700 individuals and 3,800 parties. This group spent 6% of total expenditures or over $2,200,000.

(5) EXPENDITURES

Total expenditures of all visitors to the Yukon amounted to over $37,000,000. This value represents "total out-of-pocket" expenditures while in the Yukon. It excludes transportation costs to and from the Yukon and it excludes pre-paid expenditures associated with package tours with the exception of accommodation and meals. The costs of package trips is both difficult for the individual traveller to estimate and for analysis to properly allocate. Differential trip costs (air, ship, and bus), profit distribution, and operating costs cannot accurately be identified within a geographic boundary. As such these costs are excluded from the scope of the survey and must be recognized and estimated separately.

Only 17% of visiting parties spent less than $100, while the largest proportion (58%) spent between $100 and $500. Another 17% spent between $501 and $1,000. Eight percent spent over $1,000 while in the Yukon.

Approximately 33% of expenditures in the Yukon by visitors were for the purchase of transportation related goods and services. These costs include repairs, gas, maintenance, and other related expenditures. A large number of individuals spent little on this type of expenditure. This situation indicates the sizable number of bus travellers to the Yukon who would have all transportation related expenditures included in their packaged trip.

Approximately $166,000 was spent on "local transportation", or less than one-half of a percent of the total. This expenditure includes taxis and local bus fares.

The average visitor spent between $50 and $500 on accoommodations while in the Yukon. Accommodation costs are related to the length of stay while in the Yukon. A number of persons spent very little while here, reflecting the short length of stay of many "One-Way" and "Border Visits" travellers. It should also be recognized that a large number of individuals camp, visit with friends and relatives or park R.V.'s (motor homes) in areas that do not require expenditures.

Total expenditures on food and beverages from stores amounted to over $3,500,000 or 10% of the total compared to $5,500,000 spent in restaurants (almost 15%). Combined, they account for almost 25% of all visitor expenditures in the Yukon during the survey period.

Recreation and entertainment accounted for $2,200,000 or almost 6% of the total amount of expenditures in the Yukon by visitors. The majority of visitors spent between $10 and $50 on this expenditure category while in the Yukon. Forty-seven percent of all visitors spent less than $10 while in the Yukon.

Almost 9% of all expenditures by visitors were associated with "other retail" costs. This category includes predominantly souvenir items and amounted to $3,300,000 visitor dollars. "Other service" expenditures accounted for almost $860,000. This category represented expenditures on personal services, such as barbers, while in the Yukon.

(6) ROAD USE PATTERNS

The Alaska Highway accounts for the greatest usage along with the traffic on the Skagway-Whitehorse Route. Secondary routes include: the circle tour from Whitehorse to Dawson City and then on to Tok, Alaska; and the Haines Highway and the Stewart Cassiar Highway.

Almost 65,000 to 100,000 individuals travelled the Alaska Highway in each direction during the survey period, while the Whitehorse to Skagway route was used by visitors numbering between 40,000 and 70,000 in each direction. The northern portion of the Alaska Highway between Whitehorse, Haines Junction, and Beaver Creek was used by 70,000 to 100,000 individuals in each direction. Similarly the southern portions of the Alaska Highway saw 70,000 to 90,000 individuals in each direction.

Secondary routes recorded counts between 10,000 and 40,000 individual visitors. This would include both ways on a circle tour and any side trips that are recorded during a visit to the Yukon.

(7) REGIONAL VISITATION

Figures represent individual visitors who stated that they STOPPED IN THE REGION. As such they do not record merely passing through a region without stopping for a tourist related activity. All counts refer to a visit within the geographically defined tourist region.

The highest recorded visitation region is that of the Whitehorse and Southern Alaska Highway Area with almost 150,000 visiting individuals, or 77% of all persons visiting the Yukon. The second most "visited" region was the Kluane and Northern Alaska Highway Area with 86,000 individuals, or 44% of all visitors. The third was the Carcross Southern Lakes Area with 59,500 (31%) followed by Dawson City area with 57,000 individuals or 30% of all visitors. Other areas included: Watson Lake with 68,000 (35%), Carmacks with 32,300 (17%), Silver Trail with 24,700 visitors (13%), Dempster with 7,100 (4%), and Campbell with 4,400 (2%).

(8) PATHWAYS THROUGH THE YUKON

One-Way Pathway:

These are trips by visitors to the Yukon that are one way only. Typically these trips represent bus tours originating outside the Yukon and travelling to Alaska where they terminate. The individuals are then transported elsewhere and a new group of tourists take their place on the return trip. Others involved in one-way trips are seasonal business persons and workers who travelled one-way during the survey period.

Approximately 72,000 individuals travelled one-way through the Yukon, representing 37% of the total number of visitors. These persons spent a total of $9,000,000 or roughly 25% of the total expenditures of visitors during this period. The average party size of this group was 2.1, spending only 1.8 nights here (this could be more days) and spending $265 per party. Over 92% of these individuals were American and 65% of them were travelling by bus at the time of exit.

Two-Way Pathway:

The two-way traveller is more consistent with the generally held view of the tourist. This pathway includes the trips of those visitors who travel to the Yukon and Alaska and then return through the territory on their way home. This pathway also includes those individuals who come only to the Yukon and then return to their place of origin outside our boundaries.

Two-way trips accounted for 41% of all visitors to the Yukon (78,500) during the summer of 1987. This group spent almost $20,000,000 or 53% of the total expenditures by visitors. These individuals spent longer here than those travelling one-way, approximately 5.9 nights. These visitors also spent considerably more than others, or almost $600 per visit. Seventy-six percent of these parties were American while 20% were Canadian. This group travelled primarily by; highway (96%): 38% by Car/Truck/Van, 35% by Camperized Vehicle or trailing a Trailer, and 23% by R.V.

Border Visit Pathways:

Border visits are visitations to the Yukon primarily by bus or private vehicle. These visits include individuals who cross our border and who then return to the same point of entry. Examples of these visitors include those who travel to Watson Lake or Whitehorse to shop, or cruise ship passengers on a side trip by bus to Carcross.

Overall border visits accounted for 18% of the visitors and 17% of total visitor expenditures in the Yukon. These persons stayed on average 5.1 nights while spending $315 in the Yukon. Mode of exit was split between; Highway (42%), Bus (38%), and Air (20%). Most were American (63%) but 32% were Canadian and 5% were from other countries.

Air Departure Pathways:

Visitors who exited the Yukon by air may have arrived by other modes and visited the Yukon for a variety of purposes. They include ferry/cruise ship passengers who travel by bus to the Yukon and then return to place of origin by air. Other bus trips are included that bring passengers to the Yukon by bus from the south or from Alaska and then transport them out of the Yukon by air from Whitehorse or Watson Lake. Other visitors included in this type of travel include business travellers or tourists driving through Watson Lake who return home via Whitehorse by air.

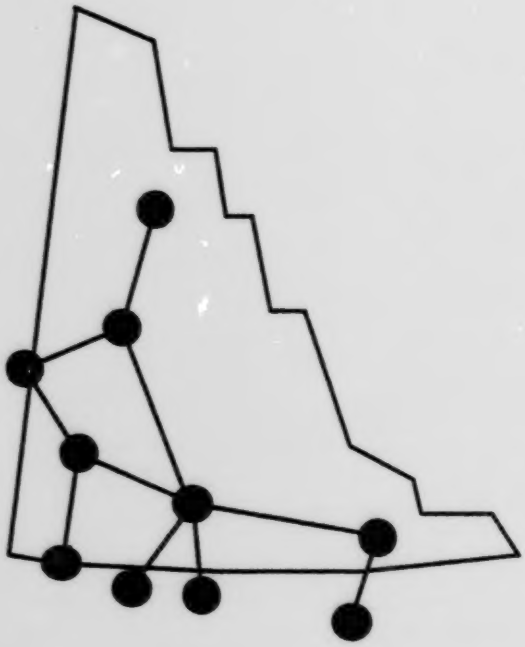
Air departures accounted for only 1.7% of the total visitors but contributed almost 4% of the total expenditures. These individuals visited the longest in the Yukon (11 nights) and spent the most while here, an average of almost $800 during their visit. A majority of these visitors were Canadian (47%) while 30% were American and 22% were from other countries. The highest recorded business component was included in this pathway (14%) but the majority were here for pleasure (81%).

PART

1

Yukon Visitor Exit Survey 1987

PART I: VISITORS TO THE YUKON BASIC INFORMATION



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Bureau of Statistics

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Introduction

The 1987 Visitor Exit Survey took place between June 1st. and September 30th., 1987. This survey was designed specifically to determine the numbers of non-Yukon tourists and value of this trade during the high tourist season.

Tourism Yukon in cooperation with Tourism Canada carried out Visitor Exit Surveys in 1978 and 1982. In order to provide timely and more comprehensive information on Yukon Tourists, Tourism Yukon commissioned the Bureau of Statistics, Executive Council Office to undertake the 1987 Yukon Visitor Exit Survey. Until this survey, limited information has been available on the magnitude of tourists or their expenditures, travel patterns, opinions, and behaviour.

The objectives as specified under the terms of reference for the 1987 Yukon Visitor Survey were:

1. To measure the volume of tourists in the Yukon.
2. To measure the value of direct tourist spending in the Yukon.
3. To monitor the flow of visitor travel within the Yukon.
4. To examine the regional pattern of trip characteristics.
5. To obtain detailed information regarding trip characteristics.
6. To obtain detailed information regarding visitor characteristics and reasons for visiting the Yukon.
7. To examine and evaluate the Yukon travel experience.
8. To examine visitors' perceptions of the Yukon tourism industry.
9. To evaluate the Yukon as a travel destination.
10. To monitor trends in travel demands.

The operating plan of the 1987 Yukon Visitor Exit Survey has been documented in Part II with the intent to facilitate data collection in future surveys. This methodological report exhaustively documents all phases of the survey operations. All design and operations phases were closely reviewed and evaluated by senior survey methodologist with Statistics Canada.

This present volume, Part I, provides detailed information regarding travel parties visiting the Yukon during the survey period. It contains specific information regarding the number of visiting parties, the number of visitors within the visiting parties, the origin of visiting parties, the length of stay, details of the pathways taken and the areas visited, sources of Yukon tourist information, and trip expenditures.

An innovative approach has been taken to improve the relevancy of the information from the survey. Standard profiles were developed and applied to both Tourism Yukon's regions and constructed travel patterns termed PATHS. These paths related tourists to well identified travel behaviour while in the Yukon. The profile concept is followed throughout the report.

Acknowledgements

WE ARE GRATEFUL FOR THE SUPPORT AND COOPERATION OF THE FOLLOWING PERSONS AND COMPANIES;

The Manager of CANADIAN AIRLINES INTERNATIONAL, MR. GARY ROLFE.

The following TOUR COMPANIES;

- ATLAS TOURS - STAFF IN WHITEHORSE AND VANCOUVER, B.C.
- PRINCESS TOURS - STAFF IN WHITEHORSE, DAWSON CITY, SEATTLE
- GRAYLINE OF ALASKA (WESTOURS) - STAFF IN WHITEHORSE, DAWSON CITY, SEATTLE, WASH.

The staff of the OUTREACH OFFICES in DAWSON CITY, HAINES JUNCTION, and WATSON LAKE.

The management and staff of the following HOTELS:

In WHITEHORSE;

WESTMARK WHITEHORSE (formerly Sheffield Hotel), WESTMARK KLONDIKE INN (formerly Klondike Inn), REGINA HOTEL, STRATFORD MOTEL, YUKON INN, AIRLINE INN, T & M HOTEL, TAKU HOTEL, WHITEHORSE CENTER MOTOR INN, and GOLD RUSH INN

In DAWSON CITY;

WESTMARK KLONDIKE INN (formerly Sheffield Dawson), ELDORADO HOTEL, DOWNTOWN HOTEL, TRIPLE "J" MOTEL, and MIDNIGHT SUN HOTEL

In WATSON LAKE;

WATSON LAKE HOTEL

STATISTICS CANADA: ALVIN SATIN, Chief, Special Survey Methods

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WHITEHORSE; RAY MAGNUSON, COLIN YEULET, JIM SYMINGTON, HARLEY CLAPPERTON, and EILEEN FRASER

DAWSON CITY; CREW OF THE YUKON RIVER FERRY and MAINTENANCE GARAGE STAFF

HIGHWAY MAINTENANCE CREWS

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TOURISM YUKON; GEORGE TAWSE-SMITH, DON WEISBECK, ROBERT CLARK and GEORGE SINFIELD

The following persons were instrumental in the success of the 1987 Visitor Exit Survey and we acknowledge their participation with pride and gratitude.

BUREAU STATISTICS: MARJORIE McCLAY (Survey Manager)

WATSON LAKE:

JOHN MOLLOY - STINT SUPERVISOR, PETER AMANN - INTERVIEWER, CINDY THOMPSON - INTERVIEWER, and KYLE TILITSZKY - INTERVIEWER

CASSIAR

ARLENE CORCORAN - STINT SUPERVISOR and VICTOR MAH - INTERVIEWER

BOVE ISLAND

SHIELA ALEXANDROVICH - STINT SUPERVISOR, EILEEN WALLY - INTERVIEWER, and MARY RUBY - INTERVIEWER

WHITEHORSE

LISA BONNEFOY - STINT SUPERVISOR, ED STELMACHER -STINT SUPERVISOR, VERNA NICHVALADOFF - INTERVIEWER, and MARY HUDGIN - INTERVIEWER

KATHLEEN LAKE/SHEEP MOUNTAIN

PAULINE MAHONEY - STINT SUPERVISOR, RICH O'HANLON - INTERVIEWER, and MATHEW LIEN - INTERVIEWER

TOP OF THE WORLD/DEMPSTER HIGHWAY

PATRICIA HANRATH - STINT SUPERVISOR, ALENA HEMPL - INTERVIEWER, and TAMMY HUDSON - INTERVIEWER

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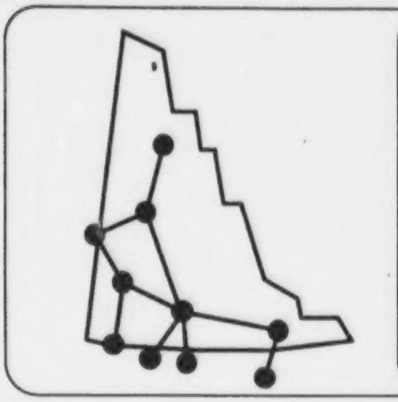

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In very brief terms the Visitor Exit Survey was designed to provide accurate and reliable information at the total Yukon level and at the level of mode of last exit. The survey was conducted with the support of Statistics Canada who was commissioned to assist the design, operation and evaluation stages of the survey. All aspects of the survey operation performed as designed. The final results exceed accepted levels of professional standards.

Every effort has been made to validate results with independent estimates such as international border crossings, traffic counters, bus, and airline schedules and other related surveys. For example, the estimated number of border crossings of non-Yukon visitors entering the Yukon from the U.S.A., based on route information provided in the survey, was within 2.3% of the actual number of non-Yukoners reported entering the Yukon by Canada Customs during the operation of the survey.

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Future analysis will be undertaken by the Department of Tourism. The documentation, data structure, and computer access have been designed to permit flexibility of analysis for future researchers.

(1) MAIN RESULTS:

The following points summarize the results of the Yukon Visitor Survey (part 1) at the aggregate level.

* A estimated total of 88,500 travel parties visited the Yukon during the summer of 1987. This represented 193,700 individual visitors. These visitors spent approximately $37,000,000. These expenditures represent direct "out of pocket" expenditures made in the Yukon but do not include expenditures such as pre-paid travel arrangements and travel to the Yukon.
* The average party size was 2.2 persons. The average party stayed in the Yukon for approximately 4.3 nights which could represent a greater or lesser number of days depending on the time of day they entered or exited the Yukon. On average a party spent $410 per trip or $66 per person per night while in the territory. Extremely high spenders and extremely low spenders have been eliminated for the purpose of calculating "trimmed" average expenditures to avoid results that may be misleading.
* Seventy-nine percent of the parties to the Yukon are American, 17% Canadian, and 4% from other countries.
* Fifty-nine percent of visitors exited the Yukon by Highway (private vehicle), 35% by Bus, and 6% by Air.
* The vast majority (91%) cited the purpose of their trip as

pleasure or a combination of pleasure and business. Only 9% identified business as their primary purpose of their travelling.

* Expenditures were distributed widely, with 24% of visitors spending less than $25 per person per night, 23% between $25 to $50, 24% between $50 and $75; 18% between $75 and $100, and 12% for $100 or more per person per night.
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(2) DEMOGRAPHICS:

The number of male visitors was slightly higher than the number of females during the survey period. A total of 97,000 (50.1%) males visited compared to 95,800 (49.5%) females (0.5 non response rate).

Greater variation was exhibited in the age distribution. A estimated 8.4% of visitors were under the age of 15 years, 2.7% between 15 and 19 years, and 8.5% between 20 and 29 years. The largest age group of visitors was in the 40 to 69 years of age, this included 22,100 (11.4%) persons 40 to 49 years, 28,800 (14.9%) persons between 50 and 59 years, and 58,000 (30.6%) persons between 60 and 69 years. A total of 19,200 person (9.9%) were the age 70 to 74 and 7,900 persons (4.1%) were equal to or greater than the age of 75 years.

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(8) PATHWAYS THROUGH THE YUKON

One-Way Pathway:

These are trips by visitors to the Yukon that are one way in direction only. Typically these trips represent bus tours originating outside the borders of the Yukon and traveling to Alaska where they terminate. The individuals are then transported elsewhere and a new group of tourists take their place on the return trip. Others involved in One-Way trips are seasonal business persons and workers who traveled one way during the survey period.

Approximately 72,000 individuals traveled one way through the Yukon, representing 37% of the total number of visitors. These persons spent a total of $9,000,000 or roughly 25% of the total expenditures of visitors during this period. The average party size of this group was 2.1, spending only 1.8 nights here (this could be more days) and spending $265 per party. Over 92% of these individuals were American and 65% of them were traveling by bus at the time of exit.

Two-Way Pathway:

The Two-Way traveler is more consistent with the generally held view of the tourist. This pathway includes the trips of those visitors who travel to the Yukon and Alaska and then return through the territory on their way home. This pathway also includes those individuals who come only to the Yukon and then return to their place of origin outside our boundaries.

Two-Way trips accounted for 41% of all visitors to the Yukon (78,500) during the summer of 1987. This group spent almost $20,000,000 or 53% of the total expenditures by visitors. These individuals spent longer here than those travelling one way, approximately 5.9 nights. These visitors also spent considerably more than others, or almost $600 per visit. Seventy-six percent of these parties were American while 20% were Canadian. This group traveled primarily by; highway (96%); 38% by Car/Truck/Van, 35% by Camperized Vehicle or Trailing a Trailer, and 23% by R.V.

Border Visit Pathways:

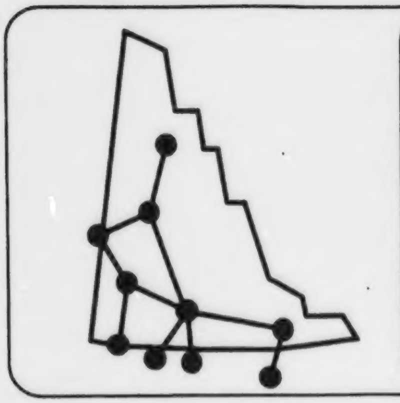
Border visits are visitations to the Yukon primarily by bus or private vehicle. These visits include individuals who cross our border and who then return to the same point of entry. Examples of these visitors include those who travel to Watson Lake or Whitehorse to shop, or cruise ship passengers on a side trip by bus to Carcross.

Overall Border Visit accounted for 18% of the visitors and 17% of total visitor expenditures in the Yukon. These persons stayed on average 5.1 nights while spending $315 in the Yukon. Mode of exit was split between; Highway (42%), Bus (38%), and Air (20%). Most were American (63%) but 32% were Canadian and 5% were from other countries.

Air Departure Pathways:

Visitors who exited the Yukon by air may have arrived by other modes and visited the Yukon for a variety of purposes. This pathway includes ferry/cruise ship passengers who travel by bus to the Yukon and then return to place of origin by Air. Other bus trips are included in this pathway that bring passengers to the Yukon by bus from the South or from Alaska and then transport them out of the Yukon by Air from Whitehorse or Watson Lake. Other visitors include business travelers or tourists driving through Watson Lake who return home via Whitehorse by Air.

Air Departures accounted for only 1.7% of the total visitors but contributed almost 4% of the total expenditures. These individuals visited the longest in the Yukon (11 nights) and spent the most while here, an average of almost $800 during their visit. A majority of these visitors were Canadian (47%) while 30% were American and 22% from other countries. The highest recorded business component was included in this pathway (14%) but the majority were here for pleasure (81%).



Survey Design

Survey Design

- Survey Questionnaire Format
- Survey Operation
- Yukon Visitor Exit Survey Coverage

The 1987 Yukon Visitor Exit Survey took place between June 1st and September 30th, 1987. All information presented in this report represent non-Yukon visitors during this four months period.

A sample of visitors to the Yukon, fifteen years of age or over, whose residence was outside the Yukon was surveyed. Survey sites were set up at six major highway exit points for passengers in private vehicles, in Whitehorse and Dawson City hotels for tour bus passengers, in the Whitehorse Bus Depot for Greyhound Bus passengers, and at the Whitehorse Airport for commercial air passengers.

Each mode and site had a different schedule. The survey schedule was coordinated with the heaviest tourist traffic periods on the highways, with the summer tour bus schedules, and with the busiest tourist traffic periods on the airlines. (see appended calendars)

Out-of-scope of this survey was a small group of tourists who exited by private airplane, non-scheduled charter plane or boat. In addition to this were individuals who visited the Yukon but exited after the survey ended, specifically hunters visiting or exiting in or after October of 1987.

Questionniare Format

Yukon Visitor Exit Survey: Part A ...

- Number of Visitor parties and party size
- Purpose of Trip
- Expenditures by type of expenditure
- Origin of Visitor Party
- Movement behaviour in the Yukon
- Regional information on length of stay
- Use of Accommodation and visit patterns

Yukon Visitor Exit Survey: Part B ...

- Detailed demographic, social and economic information
- Reasons for Visiting the Yukon
- Participation in activities in the Yukon
- Expectations of Visitors of the Yukon
- Opinions on visitor's experiences in the Yukon
- Opinions of the Yukon and tourism infrastructure

QUESTIONNAIRE FORMAT

Two questionnaires were used in the survey, Form A and Form B. (see appended questionnaires)

FORM A:

The Form A was completed by interview with a spokes-person selected by the travel party from eligible members fifteen years of age or over. It recorded information regarding the travel party, their mode of travel, the sources of information used in planning their Yukon trip, the travel route taken, and their expenditures during the trip.

Three versions of the Form A were used; the Highway questionnaire, the Bus questionnaire, and the Air form. All questionnaires contained the same nineteen questions. The three versions of Form A differed in the type of control information recorded and in the introductory paragraph which contained screening questions in the bus and air forms.

The control information on the Form A for highway travellers recorded the vehicle type and license plate origin. The Bus Form control information recorded the name of the carrier, the tour operator, point of origin of the bus tour, length of tour, number of passengers boarded, and the name of the bus driver or tour escort. The name of the air carrier, flight number, number of passengers boarded, number of completed interviews for that flight, and a tally of out-bound Yukon residents encountered during the stint was recorded on the Air Form.

The Form A was completed to question number six for all diverted vehicles. Question six was a screening question which asked whether the travel party intended to return to the Yukon before returning home. Those who were returning to the Yukon before returning home were thanked for their time and cooperation and the interview was terminated. With those who were exiting for the last time, or were not sure, the interview was continued to complete the Form A.

The Bus Form began with a screening question asking if the travel party was travelling on the carrier selected. Selected carriers were those known to be exiting the territory for the last time.

The Air Form began with a screening question asking whether the travel party was travelling on the selected flight and whether the Yukon was their usual place of residence. If the encountered passenger was a Yukon resident, only the party size was recorded in the tally of out-bound Yukon residents on a Form A. If the passenger was a non-resident, a Form A was completed by interview.

All Forms A terminated at question number six if the respondent answered "yes" when asked whether they would return to the Yukon before returning home.

Travel parties interviewed were those responding "no" or "maybe" when asked if they intended to return to the Yukon before returning home (question number six).

Participation in the survey was voluntary. If the travel party refused to be interviewed, a Form A was created and only the control information on page one was recorded. If a reason for the refusal was given, it was also recorded on the Form A.

A set of show cards in booklet form was handed to the respondent at the start of the interview. The cards were arranged in order of the corresponding questions in the Form A and used to select number responses to the designated questions. The interviewer would prompt the respondent to answer from the numbered choices when the question was asked. A schematic map of the Yukon was included to assist the respondent in tracing the specific travel route taken and in recalling the stops made by the travel party. (see show cards appended)

FORM B:

The second questionnaire, the Form B, recorded information regarding the individual traveller. It was self-administered and to be completed by all eligible members of the travel party fifteen years of age or over. Participation again was voluntary.

Form B questions were posed in a multiple choice format and included questions asking the reason for visiting the Yukon, whether the individual participated in listed activities, and asked the degree of satisfaction with their experiences in the Yukon. The respondent was asked to give a rated opinion to statements about Yukon facilities and activities. It also provided a demographic profile of the individual traveller detailing information regarding sex, age, education, occupation, and income. A question was asked as to whether a similar trip was planned in the next two years and an area was provided for general comments about the Yukon. (see appended questionnaire)

Together with interviewing, tallying of vehicles completed the information gathered during the highway stint. For counting and classifying all vehicular traffic during each highway stint, a tally sheet was used. Tallying was continuous throughout the stints even when site conditions did not allow interviewing. (see appended tally sheet)

To target in-scope tour buses and for statistical weighting of tour bus traffic, the stint supervisors in Whitehorse and Dawson City created a master list of exiting buses with the number of passengers boarded on each coach.

Tally sheets from the Kluane Lake highway site were used to develop estimates of tour bus traffic exiting through Beaver Creek. It was not possible to situate a site in Beaver Creek due to the scarcity of interviewers. Passengers on tour buses scheduled to overnight in Beaver Creek were surveyed in Whitehorse with the additional night recorded and projected expenses in Beaver Creek estimated by the respondent.

A master list of the number of passengers boarded on each coach with their destinations was obtained daily throughout the season from Greyhound Bus Lines. This provided the numbers of visitors exiting through Watson Lake on this carrier.

An estimate of the total number of passengers boarded on buses exiting the Yukon was obtained from the major tour operators and carriers. These figures were used as a reliability factor in statistical weighting.

For statistical weighting of air traffic, a list of out-bound passengers on the two daily flights of Canadian International Airlines at the Whitehorse Airport was supplied monthly by the Airport Manager's office. On a Form A, the interviewers recorded a tally of out-bound Yukon residents encountered during stints.

An estimate of visitors exiting through the Watson Lake Airport was received from Canadian International Airlines. This number was included in the statistical weighting procedure.

Survey Operation

- Air Transportation survey at Airport
    - Full airport coverage
    - All flights incorporated
- Road coverage on all exit points of the Yukon
    - Full time sampled
    - Controlled by road and custom's count
- Bus coverage of all major carriers and independents
    - Hotel and bus schedule coverage
    - All unscheduled independent carriers time sampled

SURVEY OPERATION

Survey sites were situated at six major highway exit sites for visitors in private vehicles, in Whitehorse and Dawson City hotels for tour bus passengers, the Whitehorse Bus Depot for Greyhound Bus passengers, and at the Whitehorse Airport for commercial air passengers. Each site operated on an independent, randomly selected interviewing schedule. The two daily flights of Canadian Airlines International were surveyed during seventy four stints at the Whitehorse Airport. A list of the number of out-bound passengers boarded on these flights was obtained from the Airport Manager's office each month. An estimate of visitors exiting through the Watson Lake Airport was also received from Canadian International Airlines. These numbers were included in the statistical weighting.

Highway sites were situated at six major exit points; 10 km. south of Watson Lake on the Yukon/B.C. border; on Highway 37, 4km. south of the Alaska Highway (Cassiar Site) on the Yukon/B.C. border; on Highway 7 at the Bove Island pullout, 10 km. south of Carcross; on Highway 3, at the Kathleen Lake pullout, 20 km. south of Haines Junction; on Highway 1 at the Sheep Mountain pullout, 72 km. north of Haines Junction; on Highway 9 at the start of the Top of the World Highway on the west side of the Yukon River; and on Highway 5 at the Dempster cut-off, just north of the Highway 5, and Highway 2 junction.

Highway traffic was sampled in shifts of six hours between six in the morning and midnight. The morning stint was between six a.m. and noon, the afternoon stint from noon to six p.m., and the evening stint between six p.m. and midnight. Toward the end of the season, stints started approximately an hour later in the mornings and ended approximately an hour earlier in the evenings because of darkness. A new stint schedule was developed to compensate for the shortened stints.

Tour bus passengers exiting the Yukon for the last time on the three major carriers, Grayline of Alaska (Westours), Royal Highway Tours (Princess Tours), and Atlas Tours (Atlas package tours and charters), as well as Independent Carriers were surveyed in Whitehorse and Dawson City hotels. At the beginning of the season, a schedule of reservation dates was obtained from the major hotels in Whitehorse and Dawson City. The major tour companies posted a daily list of exiting buses in the lobbies of the Sheffield Hotel and the Klondike Inn in Whitehorse. These lists along with schedules received from the tour company offices made it possible to formulate a regular schedule to survey these tours.

Independent Carriers were less easily monitored as they followed no regular schedule. Hotels were contacted the evening prior to stint days to obtain a list of booked tours and interviewers visited the hotels when tours were known to be booked. Passengers exiting through Watson Lake on Greyhound Bus Lines were surveyed at the Whitehorse Bus Depot. Greyhound Bus Lincs supplied a daily list of the number and the destination of passengers boarded on each coach.

Methodological Overview

A full methodological report is available on all aspects of this survey. Please refer to this document for details on the technical and operational issues related to the 1987 Visitor Exit Survey.

In very brief terms the Visitor Exit Survey was designed to provide accurate and reliable information at the total Yukon level and at the level of mode of last exit. The survey was conducted with the support of Statistics Canada who was commissioned to assist the design, operation and evaluation stages of the survey. All aspects of the survey operation performed as designed. The final results exceed accepted levels of professional standards.

Every effort has been made to validate results with independent estimates such as international border crossings, traffic counters, bus, and airline schedules and other related surveys. For example, the estimated number of border crossings of non-Yukon visitors entering the Yukon from the U.S.A., based on route information provided in the survey, was within 2.3% of the actual number of non-Yukoners reported entering the Yukon by Canada Customs during the operation of the survey.

During the operation of the survey a full on-site review was performed by a senior survey methodologist from Statistics Canada covering all aspects of the survey's procedures.

The 1987 Yukon Visitor Exit Survey through design, management and methodological control has resulted in one of the most detailed, documented and creative products available for tourism planning and policy formation to date. The statistical reporting in this report represents only part of the potential of this survey. Future analysis will be undertaken by the Department of Tourism. The documentation, data structure, and computer access have been designed to permit flexibility of analysis for future researchers.

Survey Coverage

Yukon Visitor Exit Survey Coverage

- Non Yukon residents only
- Designed to provide details at Mode level
- Expenditures:
  - Expenditures in the Yukon ONLY
  - Excludes travel to the Yukon
  - Excludes the cost of packaged trips
  - Includes accommodation and meals for packages
- Mode refers to the mode of last EXIT
- Origin refers to the origin of the travel party
- Excludes a small number of private air passengers
  - also some non standard travel

A sample of visitors exiting the Yukon for the last time, fifteen years of age or over, whose residence was outside the Yukon Territory was surveyed.

Visitors exiting through three modes of travel were surveyed. The mode of travel was that used by the visitor at the time of interview. Each mode of travel used the questionnaire designed to record core information relevant to the travel mode. Visitors travelling by air were interviewed using the Part A questionnaire containing airport flight information, the highway questionnaire recorded vehicle type, and license plate origin information, and the questionnaire for bus tour passengers recorded information in the bus driver/escort section of the Part A.

Very briefly the sample or selection process for the Visitor Exit Survey was as follows: (please refer to methodological report for details)

AIR: All scheduled air exits from Whitehorse Airport were covered and a sample of travel parties was drawn at the airport. Because of the nature of the mode, all possible "in scope" (or non-Yukoners exiting for the last time) parties were interviewed within the time constraints of the airline schedule. Information regarding numbers of passengers on flights was used to dynamically set each sampling ratio by flight. This was possible through the assistance of Airport Management and Canadian Airlines.

HIGHWAY: Survey staff covered private vehicle highway traffic on a rigidly defined and randomly assigned basis. A "stint" or survey period was assigned by time of day, week or weekend day, and month of the survey. ALL vehicle traffic was tallied by type of vehicle during this time. ALL vehicle traffic was counted by traffic counters at all times as well as supplemented by border crossing counts where available. Maximum numbers of private vehicles were stopped during a "stint". Consideration for safety factors and the valuable time of our visitors precluded stopping all private vehicles during a given time period. The final sample incorporated all information specific to the stint schedule.

BUS: Availability of all major scheduled and chartered bus traffic was obtained through the exceptional cooperation of the bus companies and the Yukon hotel owners. Schedules and changes to these were obtained on an ongoing basis. From these schedules specific buses or hotels were selected for sampling. As many travel parties were interviewed as was possible before and during the departure process of bus parties.

Definitions

SURVEY DEFINITIONS

The following definitions apply in this survey;

VISITOR:	Person travelling in the Yukon whose permanent place of residence is outside the Yukon Territory.
TRAVEL PARTY:	Visitors travelling together sharing experiences, expenses and/or decisions.
HOUSEHOLD:	Persons resident in one dwelling, travelling together in a travel party.
RESPONDENT:	Spokesperson for the travel party (fifteen years of age or over) who completed a Form A by interview, and/or the members of the travel party fifteen years of age or over who completed a Form B, the self-administered questionnaire.
EXITING:	Persons or vehicles not intending to return to the Yukon before returning home.

IN-SCOPE: Visitor or vehicle meeting the criteria for eligibility for participation in the survey (i.e. visitor fifteen years of age or over exiting the Yukon, vehicle with non-Yukon license plates exiting the Yukon).

OUT-OF-SCOPE: Visitor or vehicle not eligible for interview (i.e. person or vehicle returning to the Yukon before returning home, vehicle with Yukon license plates, commercial vehicles,and, government vehicles).

INDEPENDENT CARRIER: Out-of-territory tour bus operator/coach.

STINT: Scheduled shift worked by the survey crew on randomly selected survey days.

PROFILE DEFINITIONS

Following definitions apply to the profile used in the report:

TOTAL:

Parties	Refers to all non-Yukon travel parties visiting the Yukon during the survey period. (Visitors travelling together sharing experiences, expenses and/or decisions and may be one person)
% of all parties	Percentage of the total number of parties visiting the Yukon during survey period.
Visitors	Total number of visitors. This represents all persons travelling in parties in the Yukon whose permanent place of residence is outside the Yukon.
% of all visitors	Percentage of the total number of visitors during survey period.
Expenditures	Refers to all out-of-pocket expenditures in the Yukon. This excludes the pre-paid expenditures on packaged tours other than for meals and accommodation. This value includes travel costs while in the Yukon, accommodations, food, entertainment, and all other expenses while in the borders of the Yukon.
% of all expenditures	Percentage of expenditures to the total of all expenditures estimated by the survey during this period.

AVERAGE:

Party size	The mathematical average of the number of individuals travelling together as a party. (Visitors travelling together sharing experiences, expenses and/or decisions)
Nights spent	Average number of nights spent in the Yukon during a party's trips through the Yukon. This would include nights spent both ways on a trip to Alaska. One night may represent one or two days. Some travel parties travel through the Yukon in one day and consequently spend zero nights in the Yukon.
Expenditure/party/visit	The average (mathematical) expenditure per party per visit to the Yukon. This value includes all expenditures and is somewhat distorted by the numbers of visitors who spend either a very little or a great deal while they are in the Yukon.
Expenditures/person/night	The average expenditure per person per night while in the Yukon. Again these expenditures exclude pre-paid packaged trips other than accommodation and meals. This value includes all expenditures and is somewhat distorted

by the number of visitors who spend either a very little or a great deal relative to the length of time they are in the Yukon.

TRIMMED AVERAGE

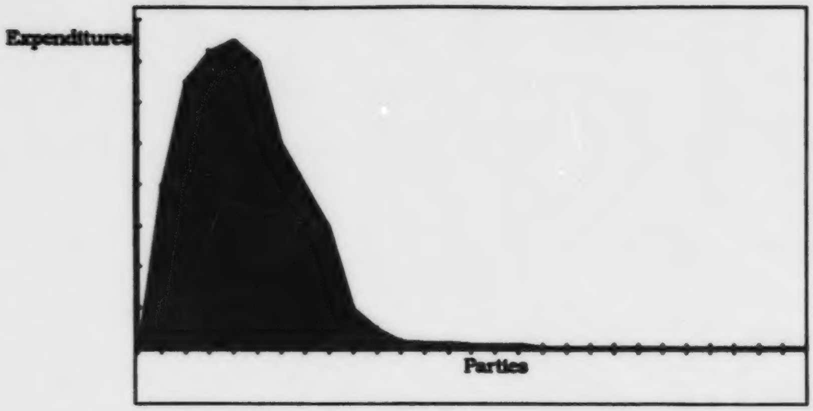
Expenditure/party/visit	The trimmed average expenditure per party per visit to the Yukon. This value excludes the extreme 5% of the observations for the calculation of the average. Two and half percent is excluded form each of the two extremes. This value provides a more useful estimate of an average tourist expenditure. Note that trimmed average expenditure/party/visit * number of parties will not equal total expenditures. (see graphic)
Expenditures/person/night	The trimmed average expenditure per person per night while in the Yukon. This value excludes the extreme 5% of the observations for the calculation of the average. Two and half percent is excluded form each of the two extremes. This value provides a more useful estimate of an average tourist expenditure. Note that trimmed average expenditure/person/night * total number of

visitors * total number of nights will not equal total expenditures. (see graphic)

TYPICAL (ADJUSTED MEDIAN)

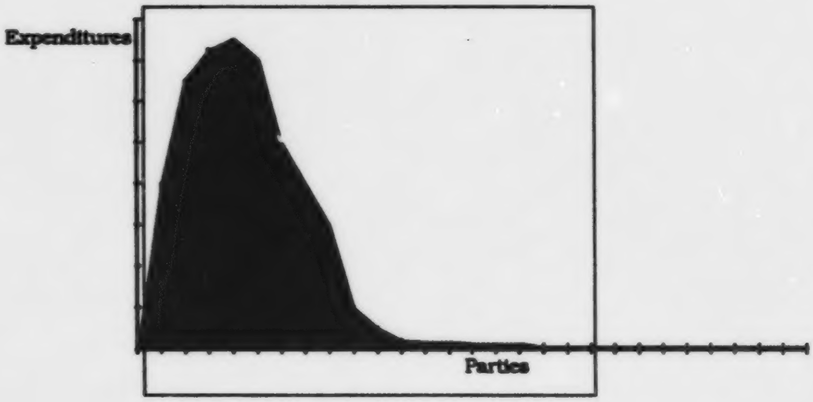
Expenditures/person/night The typical expenditure per person per night while in the Yukon. This value has been adjusted to provide the best "typical or common" expenditure observed. Its usefulness is that it is not sensitive to the extreme values as are other measures of the average (centrality). This value provides a more useful estimate of an average tourist expenditures. Note that the typical expenditure/person/night * total number of visitors * total number of nights will not equal total expenditures. (see graphic on next page)

Average Expenditures



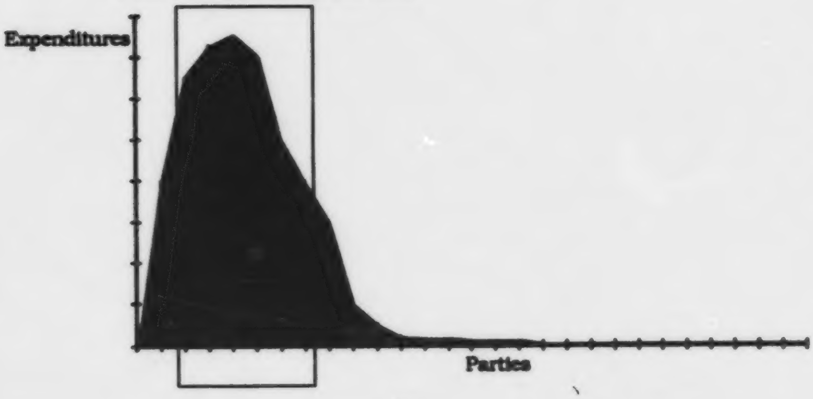
Approximate area of distribution used to calculate average

Trimmed Average Expenditures



Approximate area of distribution used to calculate trimmed average

Typical Average Expenditures



Approximate area of distribution used to calculate typical value

VISITOR PROFILE

Origin of Party

Canada	Percentage of non-Yukon visitors whose place of origin was Canada. (in answer to the question: What country/province are you from?)
U.S.A.	Percentage of non-Yukon visitors whose place of origin was U.S.A. (in answer to the question: What country/province are you from?)
Other	Percentage of non-Yukon visitors whose place of origin was other than Canada or the U.S.A. (in answer to the question: What country/province are you from?)

Mode of Last Exit

Highway	Percentage of the visitors whose last mode of exit from the Yukon was by private vehicle. This was identified by the surveyor and included: Car or station wagon with/without trailer, pickup truck with/without trailer, van or camperized van, motor home or R.V., motorcycle, bicycle, walking or other form of travel.
Bus	Percentage of the visitors whose last mode of exit from the Yukon was by commercial bus. This included regular scheduled as well as chartered bus and coach traffic.
Air	Percentage of the visitors whose last mode of exit from the Yukon was by air. This included all regularly scheduled flights by the major airline servicing both Whitehorse and Watson Lake, but excluded small private airplane travel and Yukon's Regional Carriers.

Purpose of Trip

Business	Percentage of the visitors whose purpose of travelling to the Yukon was business. This would include reasons of employment, or to participate in a conventions or conference, or other business.
Pleasure	Percentage of the visitors whose purpose of travelling to the Yukon was pleasure. This included: vacation or holiday, personal reasons, visiting friends and relatives, participating in sports, attending sports, participating in outdoor recreation, or other reasons.
Both	Percentage of the visitors whose purpose of travelling to the Yukon included both pleasure and business.

Expenditures/person/night

All categories	The average expenditure per person per night while in the Yukon. Again these expenditures exclude pre-paid packaged trips other than accommodation and meals. These figures are percentages observed within the five categories.

Vehicle Type

Car/Truck/Van	Refers to visitors travelling in a private car, truck or van. These vehicles are all non camperized or modified for camping purposes.
Camperized/Trailing	Refers to visitors exiting the Yukon in a camperized truck or van. It also includes cars, trucks, and vans that are pulling a trailer.
R.V.	Refers to all R.V. or motor home vehicles and converted buses.
Other	Refers to motorcycles, bicycles, or other vehicles. This category also includes those individuals who were on foot.
Bus	Refers to visitors whose last mode of exit from the Yukon was by commercial bus. This included regular scheduled as well as chartered bus and coach traffic.
Air	Refers to visitors whose last mode of exit from the Yukon was by air. This included all regularly scheduled flights by the major airline servicing both Whitehorse and Watson Lake, but excluded small private airplane travel and Yukon's Regional Carriers.

All Visitors

Definition: All Visitors

- Visitors to the Yukon from outside the Yukon border
- Includes all forms of trips to the Yukon
- Mode refers to the last mode of exit for a travel party
- Expenditures refer to expenditures while in the Yukon
- Expenditures includec"typical "expenditures and averages
- Nights are those spent only in the Yukon
- (1 night could be 2 days, 2 nights 3 days, etc.)

This report provides a consistency in presentation between all visitors, major pathways through the Yukon and specific trips by using a standard format. This format allows the reader the opportunity to compare and analyze tourist behaviour by recognizing the variety yet predictability of many of our visitors. Visitors to the Yukon are not all the same and we should be cautioned not to view them in a simple minded way. Visitors to the Yukon are here for a variety of reasons or purposes that should be understood. With this in mind the reader should be careful in making generalizations about our visitors based on aggregate statistics. "Pathways" have been defined to identify visitor behaviour in a more meaningful fashion. The following points summarize the results of the Yukon Visitor Survey (part 1) at the aggregate level.

* A estimated total of 88,500 travel parties visited the Yukon during the summer of 1987. This represented 193,700 individual visitors. These visitors spent approximately $37,000,000. These expenditures represent direct "out of pocket" expenditures while in the Yukon and exclude such expenditures made outside the Yukon as pre-paid travel arrangements and travel to the Yukon.

* The average party size of the parties was 2.2 persons. Parties stayed in the Yukon for approximately 4.3 nights which could represent a greater or lesser number of days depending on the time of day they entered or exited the Yukon. On average a party spent $410 per trip or $66 per person per night while in the territory. Extreme expenditure values have been eliminated

for the purpose of calculating average expenditures. This technique provides a better estimate of what our typical visitor spends.

- Seventy-nine percent of the parties to the Yukon are American, 17% Canadian, and 4% from other countries.
- Almost 60% of visitors exited the Yukon by Highway (private vehicle), 35% by Bus, and 6% by Air.
- The vast majority (91%) cited the purpose of their trip as pleasure or a combination of pleasure and business. Only 9% identified business as their primary purpose of their travelling.
- Expenditures were distributed widely with 24% spending less than $25 per person per night, 23% between $25 to $50, 24% between $50 and $75, 18% between $75 and $100, and 12% for $100 or more per person per night.
- Twenty-eight percent of the travellers to the Yukon exited by car, truck or van while 19% exited using a camperized vehicle or pulling a trailer, and 11% exited by recreational vehicle (motor home).

ALL VISITORS
Yukon Visitor Exit Survey

TOTAL		
Parties	(no)	88,455
% of all parties	(%)	100.0%
Visitors	(no)	193,708
% of all visitors	(%)	100.0%
Expenditures	($)	37,287,111
% of all expenditures	(%)	100.0%
AVERAGE		
Party size	(no)	2.2
Nights spent	(no)	4.3
Expenditure/party/visit	($)	422
Expenditure/person/night	($)	45
TRIMMED AVERAGE (extreme values removed)		
Expenditure/party/visit	($)	410
Expenditure/person/night	($)	66
TYPICAL (adjusted median)		
Expenditure/person/night	($)	59
VISITOR PROFILE (% of all Visitors)		
Origin of Party		
Canada	(%)	17
USA	(%)	79
Other	(%)	4
Mode of Last Exit		
Highway	(%)	59
Bus	(%)	35
Air	(%)	6
Purpose of Trip		
Business	(%)	9
Pleasure	(%)	86
Both	(%)	5
Expenditure/person/night		
$1 to $25	(%)	24
$25 to $50	(%)	23
$50 to $75	(%)	24
$75 to $100	(%)	18
$100+	(%)	12
Vehicle Type		
Car/Truck/Van	(%)	28
Camperized/Trailing	(%)	19
R.V.	(%)	11
Other	(%)	0
Bus	(%)	35
Air	(%)	6

Travel Pathways

The term TRAVEL PATHWAY has been used to describe a series of major movement patterns typical of many visitors to the Yukon. These pathways have in common similar travel plans that indicates similar trip behaviour while within the boundaries of the Yukon. All visitors to the Yukon are not here for the same reason nor do they spend the same time, have the same expenditure patterns or visit the same places. To breakdown many of the misconceptions of the stereotypical "tourist", the analysis presented has focussed more appropriately on the sub-group or individual trip orientation. Briefly, these pathways are as follows:

(1) One-Way Pathway:

These are trips by visitors to the Yukon that are one way in direction only. Typically these trips represent bus tours originating outside the borders of the Yukon and traveling to Alaska where they terminate. The individuals are then transported elsewhere and a new group of tourists take their place on the return trip. Others involved in One-Way trips are seasonal business persons and workers who traveled one way during the survey period.

(2) Two-Way Pathway:

The Two-Way traveler is more consistent with the generally held view of the tourist. This pathway includes the trips of visitors who travel to the Yukon and Alaska and then return through the territory on their way home. This pathway also includes those who come only to the Yukon and then return to their place of origin.

(3) Border Visit Pathways:

Border visits are visitations to the Yukon primarily by bus or road. These visits include individuals who cross our border and who then return to the same point of entry. Examples of these visitors include those who travel to Watson Lake or Whitehorse to shop, or cruise ship passengers on a side trip by bus to Carcross.

(4) Air Departure Pathways:

Air departures represent a mixture of purposes and modes of visitation. They include ferry/cruise ship passengers who travel by bus to the Yukon and then return to place of origin by Air. Other bus trips are included that bring passengers to the Yukon by bus from the South or from Alaska and then transport them out of the Yukon by Air from Whitehorse or Watson Lake. Other visitors included in this type of travel include business travellers or tourists driving through Watson Lake who return home via Whitehorse by Air.

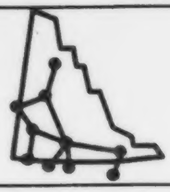
PATHWAY SUMMARY: Part 1
Yukon Visitor Exit Survey

		ALL Pathways	PATHWAYS	
			One-Way	Two-Way
TOTAL				
Parties	(no)	88,455	34,145	32,943
% of all parties	(%)	100.0%	38.6%	37.2%
Visitors	(no)	193,708	72,125	78,438
% of all visitors	(%)	100.0%	37.2%	40.5%
Expenditures	($)	37,287,111	9,228,131	19,769,716
% of all expenditures	(%)	100.0%	24.7%	53.0%
AVERAGE				
Party size	(no)	2.2	2.1	2.4
Nights spent	(no)	4.3	1.8	5.9
Expenditure/party/visit	($)	422	270	600
Expenditure/person/night	($)	45	70	43
TRIMMED AVERAGE (extreme values removed)				
Expenditure/party/visit	($)	410	265	594
Expenditure/person/night	($)	66	78	62
TYPICAL (adjusted median)				
Expenditure/person/night	($)	59	75	51
VISITOR PROFILE (% of all Visitors)				
Origin of Party				
Canada	(%)	17	5	20
USA	(%)	79	92	76
Other	(%)	4	3	4
Mode of Last Exit				
Highway	(%)	59	35	90
Bus	(%)	35	65	8
Air	(%)	6	0	2
Purpose of Trip				
Business	(%)	9	14	3
Pleasure	(%)	86	79	93
Both	(%)	5	7	4
Expenditure/person/night				
$1 to $25	(%)	24	9	22
$25 to $50	(%)	23	13	35
$50 to $75	(%)	24	34	21
$75 to $100	(%)	18	32	9
$100+	(%)	12	13	12
Vehicle Type				
Car/Truck/Van	(%)	28	22	36
Camperized/Trailing	(%)	19	10	33
R.V.	(%)	11	3	21
Other	(%)	0	1	0
Bus	(%)	35	65	8
Air	(%)	6	0	2

Note: *For tables with numbers of parties less than 5% of the total number of parties, use values as approximations only.*

PATHWAY SUMMARY: Part 2
Yukon Visitor Exit Survey

		PATHWAYS (continued)		
		Border Visits	Air Departures	Other
TOTAL				
Parties	(no)	17,932	1,728	1,707
% of all parties	(%)	20.3%	2.0%	1.9%
Visitors	(no)	35,110	3,216	4,819
% of all visitors	(%)	18.1%	1.7%	2.5%
Expenditures	($)	6,210,963	1,443,548	634,754
% of all expenditures	(%)	16.7%	3.9%	1.7%
AVERAGE				
Party size	(no)	2.0	1.9	2.8
Nights spent	(no)	5.1	11.0	6.2
Expenditure/party/visit	($)	346	835	372
Expenditure/person/night	($)	35	41	21
TRIMMED AVERAGE (extreme values removed)				
Expenditure/party/visit	($)	315	784	382
Expenditure/person/night	($)	51	86	66
TYPICAL (adjusted median)				
Expenditure/person/night	($)	31	79	51
VISITOR PROFILE (% of all Visitors)				
Origin of Party				
Canada	(%)	32	47	18
USA	(%)	63	30	74
Other	(%)	5	22	7
Mode of Last Exit				
Highway	(%)	42	0	25
Bus	(%)	38	0	25
Air	(%)	20	100	4
Purpose of Trip				
Business	(%)	10	14	1
Pleasure	(%)	87	81	87
Both	(%)	3	5	12
Expenditure/person/night				
$1 to $25	(%)	54	20	42
$25 to $50	(%)	17	16	25
$50 to $75	(%)	11	12	7
$75 to $100	(%)	6	18	19
$100+	(%)	11	33	6
Vehicle Type				
Car/Truck/Van	(%)	23	0	52
Camperized/Trailing	(%)	12	0	13
R.V.	(%)	6	0	5
Other	(%)	1	0	0
Bus	(%)	38	0	25
Air	(%)	20	100	4



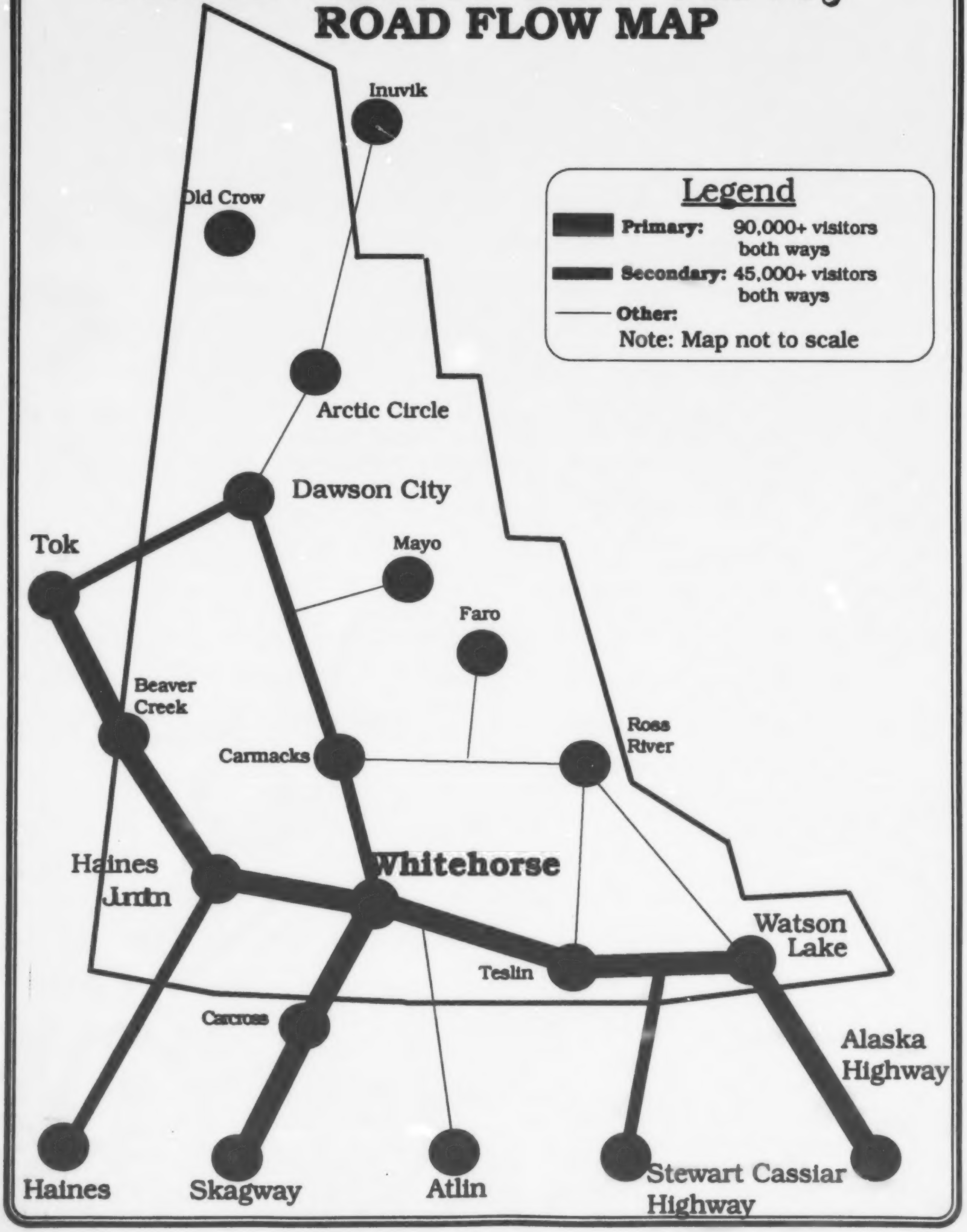
Road Use Patterns

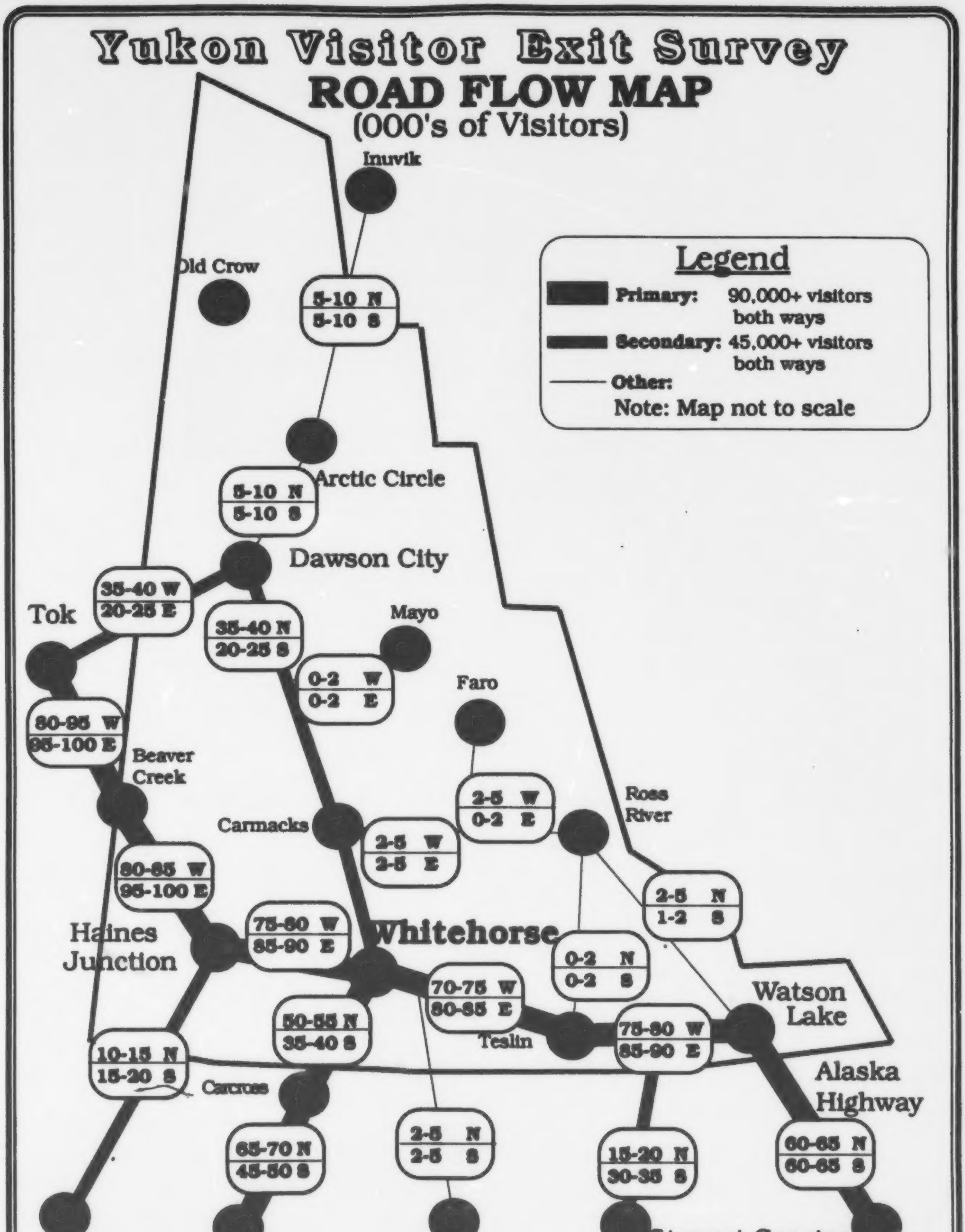
The following two maps of the Yukon summarize the traffic use of the major highways of the Yukon. The first map graphically depicts the primary and secondary corridors of road use during the survey period. The Alaska Highway accounts for the greatest usage along with the traffic on the Skagway-Whitehorse Route. Secondary routes include: the circle tour from Whitehorse to Dawson City and then on to Tok, Alaska; and the Haines Highway and the Stewart Cassiar Highway.

The second map superimposes on the first the numbers of visitors traveling these routes by direction of movement. The Alaska Highway supported almost 100,000 individuals in each direction during the survey period, while the Skagway route recorded usage between 40,000 and 70,000 individual visitors.

Secondary routes recorded visitor counts between 10,000 and 40,000 individual visitors. All figures represent the total visitor counts on all portions of their trips. This would include both ways on a circle tour and any side trips that are recorded during a visit to the Yukon.

Yukon Visitor Exit Survey
ROAD FLOW MAP


Inuvik
Old Crow
Legend
Primary: 90,000+ visitors both ways
Secondary: 45,000+ visitors both ways
Other:
Note: Map not to scale
Arctic Circle
Dawson City
Tok
Mayo
Faro
Beaver Creek
Ross River
Carmacks
Haines Jnctn
Whitehorse
Watson Lake
Teslin
Carcross
Alaska Highway
Haines
Skagway
Atlin
Stewart Cassiar Highway


Yukon Visitor Exit Survey
ROAD FLOW MAP
(000's of Visitors)
Legend
Primary: 90,000+ visitors both ways
Secondary: 45,000+ visitors both ways
Other:
Note: Map not to scale
Inuvik
Old Crow
5-10 N
5-10 S
Arctic Circle
5-10 N
5-10 S
Dawson City
35-40 W
20-25 E
Tok
35-40 N
20-25 S
Mayo
0-2 W
0-2 E
Faro
80-95 W
95-100 E
Beaver Creek
2-5 W
0-2 E
Ross River
Carmacks
2-5 W
2-5 E
80-85 W
95-100 E
2-5 N
1-2 S
Haines Junction
75-80 W
85-90 E
Whitehorse
0-2 N
0-2 S
Watson Lake
70-75 W
80-85 E
50-55 N
35-40 S
Teslin
75-80 W
85-90 E
10-15 N
15-20 S
Carcross
Alaska Highway
65-70 N
45-50 S
2-5 N
2-5 S
15-20 N
30-35 S
60-65 N
60-65 S
Haines
Skagway
Atlin
Stewart Cassiar Highway

Regional Visitations

The following map and tables document traveller visitation to the Yukon by region. These figures represent individual visitors who stated that they STOPPED IN THE REGION. As such they do not record merely passing through a region without stopping for a tourist related activity. All counts refer to a visit within the geographically defined tourist region as shown on the regional visitation map.

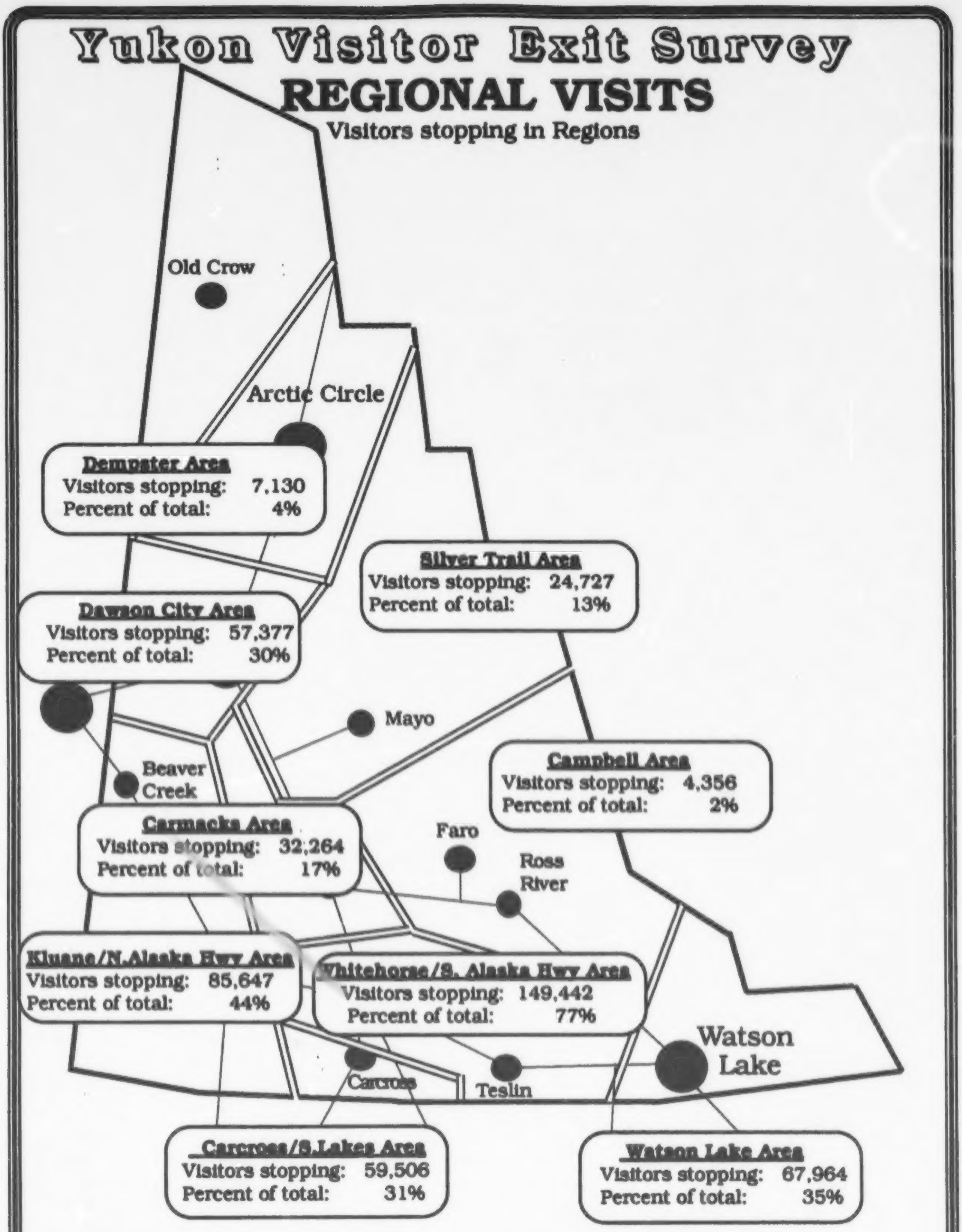
The regional summary tables are profiles of those persons who stopped in a region. These profiles are used throughout the report and depict the traveller's entire visit to the Yukon. Expenditure data refers to their expenditures for their total trip and not just for the portion spent in a given region. Similarly data on length of stay refers to their length of stay for their entire trip.

The highest recorded visitation region is that of the Whitehorse and Southern Alaska Highway Area with almost 150,000 visiting individuals, or 77% of all persons visiting the Yukon. The second most "visited" region was the Kluane and Northern Alaska Highway Area with 86,000 individuals, or 44% of all visitors. The third was the Carcross Southern Lakes Area with 59,500 (31%) followed by Dawson City Area with 57,000 individuals or 30% of all visitors.

Yukon Visitor Exit Survey

REGIONAL VISITS

Visitors stopping in Regions


Old Crow
Arctic Circle
Mayo
Beaver Creek
Faro
Ross River
Watson Lake
Carcross
Teslin

Dempster Area
Visitors stopping: 7,130
Percent of total: 4%

Silver Trail Area
Visitors stopping: 24,727
Percent of total: 13%

Dawson City Area
Visitors stopping: 57,377
Percent of total: 30%

Campbell Area
Visitors stopping: 4,356
Percent of total: 2%

Carmacks Area
Visitors stopping: 32,264
Percent of total: 17%

Kluane/N.Alaska Hwy Area
Visitors stopping: 85,647
Percent of total: 44%

Whitehorse/S. Alaska Hwy Area
Visitors stopping: 149,442
Percent of total: 77%

Carcross/S.Lakes Area
Visitors stopping: 59,506
Percent of total: 31%

Watson Lake Area
Visitors stopping: 67,964
Percent of total: 35%

REGIONAL VISITATION
Yukon Visitor Exit Survey

		ALL REGIONS	REGIONS/AREAS		
			Watson Lake	Whitehorse/ S.Alaska Hwy	Carcross/ S.Lakes
TOTAL					
Parties	(no)	88,455	28,847	69,026	29,240
% of all parties	(%)	100.0%	32.6%	78.0%	33.1%
Visitors	(no)	193,708	67,964	149,442	59,506
% of all visitors	(%)	100.0%	35.1%	77.1%	30.7%
Expenditures	($)	37,287,111	16,852,289	33,616,282	10,158,768
% of all expenditures	(%)	100.0%	45.2%	90.2%	17.2%
AVERAGE					
Party size	(no)	2.2	2.4	2.2	2.0
Nights spent	(no)	4.3	6.2	5.0	3.6
Expenditure/party/visit	($)	422	584	487	347
Expenditure/person/night	($)	45	40	45	47
TRIMMED AVERAGE (extreme values removed)					
Expenditure/party/visit	($)	410	587	471	332
Expenditure/person/night	($)	66	61	71	60
TYPICAL (adjusted median)					
Expenditure/person/night	($)	59	50	65	58
VISITOR PROFILE (% of all Visitors)					
Origin of Party					
Canada	(%)	17	26	20	15
USA	(%)	79	72	76	81
Other	(%)	4	3	4	4
Mode of Last Exit					
Highway	(%)	59	92	56	18
Bus	(%)	35	7	36	75
Air	(%)	6	1	8	7
Purpose of Trip					
Business	(%)	9	8	8	2
Pleasure	(%)	86	87	87	97
Both	(%)	5	5	4	1
Expenditure/person/night					
$1 to $25	(%)	24	22	17	29
$25 to $50	(%)	23	36	23	12
$50 to $75	(%)	24	23	27	26
$75 to $100	(%)	18	9	21	25
$100+	(%)	12	10	13	8
Vehicle Type					
Car/Truck/Van	(%)	28	38	25	7
Camperized/Trailing	(%)	19	34	20	8
R.V.	(%)	11	20	11	3
Other	(%)	0	1	1	0
Bus	(%)	35	7	36	75
Air	(%)	6	1	8	7

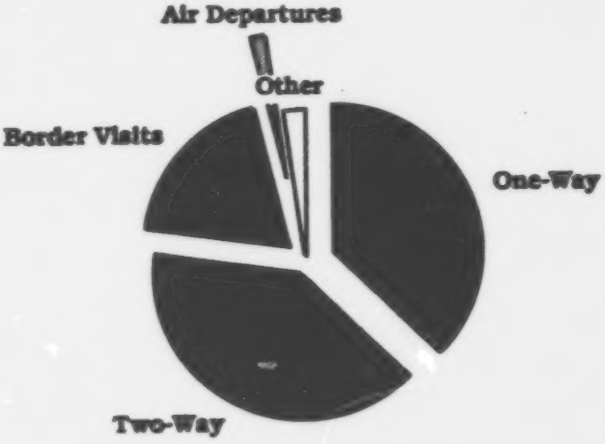
Note: *For tables with numbers of parties less than 5% of the total number of parties, use values as approximations only.*

		REGION / AREA			
		Kluane/North Alaska Hwy.	Carmacks	Campbell	Silver Trail
TOTAL					
Parties	(no)	36,694	15,443	2,087	11,688
% of all parties	(%)	41.5%	17.5%	2.4%	13.2%
Visitors	(no)	85,647	32,264	4,356	24,727
% of all visitors	(%)	44.2%	16.7%	2.2%	12.8%
Expenditures	($)	18,503,712	11,582,410	2,027,808	7,934,637
% of all expenditures	(%)	49.6%	31.1%	5.4%	21.3%
AVERAGE					
Party size	(no)	2.3	2.1	2.1	2.1
Nights spent	(no)	4.8	8.4	15.2	8.0
Expenditure/party/visit	($)	504	750	972	679
Expenditure/person/night	($)	45	43	31	40
TRIMMED AVERAGE (extreme values removed)					
Expenditure/party/visit	($)	497	731	981	668
Expenditure/person/night	($)	65	70	54	70
TYPICAL (adjusted median)					
Expenditure/person/night	($)	58	63	41	64
VISITOR PROFILE (% of all Visitors)					
Origin of Party					
Canada	(%)	14	34	55	32
USA	(%)	83	53	33	55
Other	(%)	3	12	12	13
Mode of Last Exit					
Highway	(%)	72	46	83	40
Bus	(%)	24	41	1	48
Air	(%)	4	13	16	12
Purpose of Trip					
Business	(%)	8	3	9	3
Pleasure	(%)	86	95	86	96
Both	(%)	6	2	5	1
Expenditure/person/night					
$1 to $25	(%)	21	18	32	18
$25 to $50	(%)	28	24	39	22
$50 to $75	(%)	25	27	14	29
$75 to $100	(%)	15	18	6	19
$100+	(%)	12	13	9	13
Vehicle Type					
Car/Truck/Van	(%)	32	15	25	14
Camperized/Trailing	(%)	25	21	49	19
R.V.	(%)	15	9	9	7
Other	(%)	0	0	0	0
Bus	(%)	24	41	1	48
Air	(%)	4	13	16	12

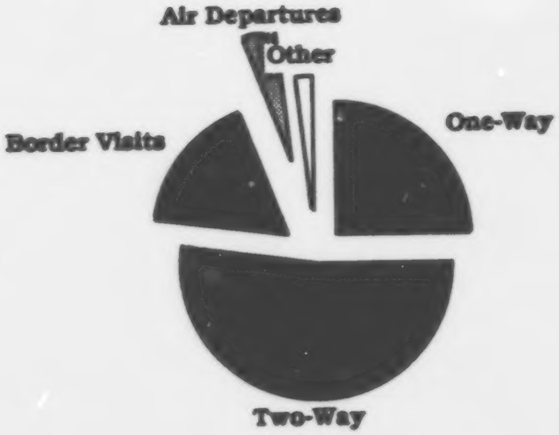
		REGION				
		Dawson	Dempster	Old Crow	Inuvik	Atlin
TOTAL						
Parties	(no)	25,594	3,259	97	2,642	1,443
% of all parties	(%)	28.9%	3.7%	0.1%	3.0%	1.6%
Visitors	(no)	57,377	7,130	126	5,228	2,717
% of all visitors	(%)	29.6%	3.7%	0.1%	2.7%	1.4%
Expenditures	($)	17,959,175	2,908,072	69,317	2,399,707	1,029,247
% of all expenditures	(%)	48.2%	7.8%	0.2%	6.4%	2.8%
AVERAGE						
Party size	(no)	2.2	2.2	1.3	2.0	1.9
Nights spent	(no)	7.5	9.6	14.6	9.4	7.5
Expenditure/party/visit	($)	702	892	715	908	713
Expenditure/person/night	($)	42	42	38	49	51
TRIMMED AVERAGE (extreme values removed)						
Expenditure/party/visit	($)	701	876	715	897	764
Expenditure/person/night	($)	68	61	71	63	65
TYPICAL (adjusted median)						
Expenditure/person/night	($)	59	54	48	56	54
VISITOR PROFILE (% of all Visitors)						
Origin of Party						
Canada	(%)	30	63	57	54	74
USA	(%)	61	29	43	37	19
Other	(%)	9	8	0	9	7
Mode of Last Exit						
Highway	(%)	65	72	37	68	68
Bus	(%)	27	20	15	26	8
Air	(%)	8	9	48	6	24
Purpose of Trip						
Business	(%)	2	1	43	1	9
Pleasure	(%)	95	98	21	98	87
Both	(%)	3	1	37	1	4
Expenditure/person/night						
$1 to $25	(%)	19	23	62	18	17
$25 to $50	(%)	29	31	0	27	41
$50 to $75	(%)	23	23	15	29	19
$75 to $100	(%)	15	12	0	17	5
$100+	(%)	14	11	23	9	18
Vehicle Type						
Car/Truck/Van	(%)	26	36	0	35	49
Camperized/Trailing	(%)	27	31	37	28	18
R.V.	(%)	13	5	0	5	1
Other	(%)	0	0	0	0	0
Bus	(%)	27	20	15	26	8
Air	(%)	8	9	48	6	24

Travel Pathways

VISITORS



EXPENDITURES



One Way Trip Pathways

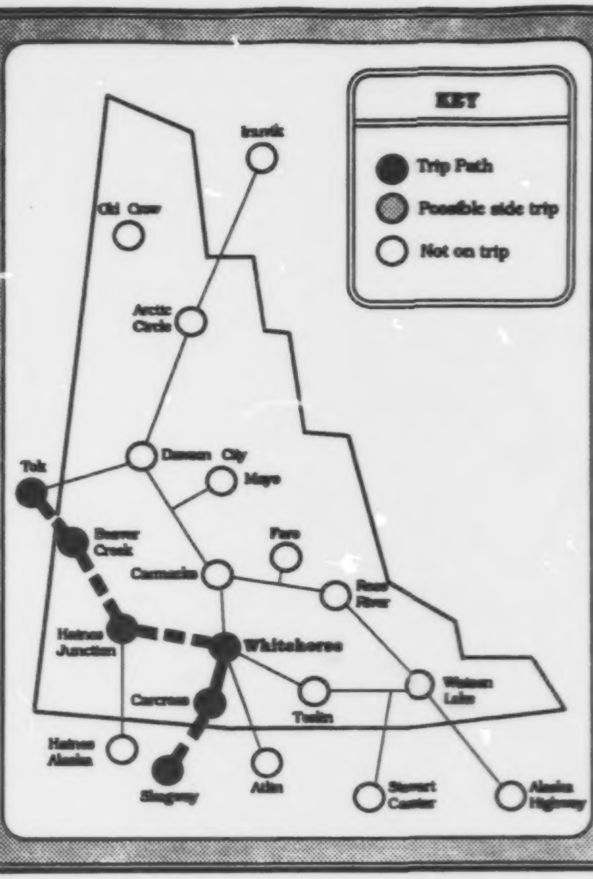
Definition: One Way Trip Pathways

- All visitors are non Yukon residents
- May include a mixture of modes of travel (air/bus/road)
- All trips are one way trips ONLY
- May include side trips in the Yukon
- Mode refers to the last mode of exit for a travel party
- Expenditures refer to expenditures while in the Yukon
- Nights are those spent only in the Yukon
- (1 night could be 2 days, 2 nights 3 days, etc.)

HIGHLIGHTS

These are trips by visitors to the Yukon that are one way in direction only. Typically these trips represent bus tours originating outside the borders of the Yukon and traveling to Alaska where they terminate. The individuals are then transported elsewhere and a new group of tourists take their place on the return trip. Others involved in One-Way trips are seasonal business persons and workers who traveled one way during the survey period.

Approximately 72,000 individuals traveled one way through the Yukon, representing 37% of the total number of visitors. These persons spent a total of $9,000,000 or roughly 25% of the total expenditures of visitors during this period. The party size of this group was 2.1, spending only 1.8 nights here (this could be more days) and expending $265 per party. Over 92% of these individuals were American and 65% of them were traveling by bus at the time of exit.


KEY
● Trip Path
◍ Possible side trip
○ Not on trip
Inuvik
Old Crow
Arctic Circle
Dawson City
Mayo
Tok
Beaver Creek
Faro
Carmacks
Ross River
Haines Junction
Whitehorse
Carcross
Teslin
Watson Lake
Haines Alaska
Skagway
Atlin
Stewart Cassiar
Alaska Highway

Yukon Visitor Exit Survey
One Way Trip #1

Trip Profile Summary

TOTAL:		
Parties	16,987	19%
Visitors	33,230	17%
Expenditures	$3,647,141	10%
AVERAGE:		
Party Size		2.0
Nights Spent		1.3
Expenditures per visit		$214
Expenditure per person night		$82
TYPICAL:		
Expenditure per person night		$79
PROFILE of Most Common Traits:		
Origin	U.S.A	
Mode	Bus	
Purpose	Pleasure	
Expenditure per person night	$75-$100	

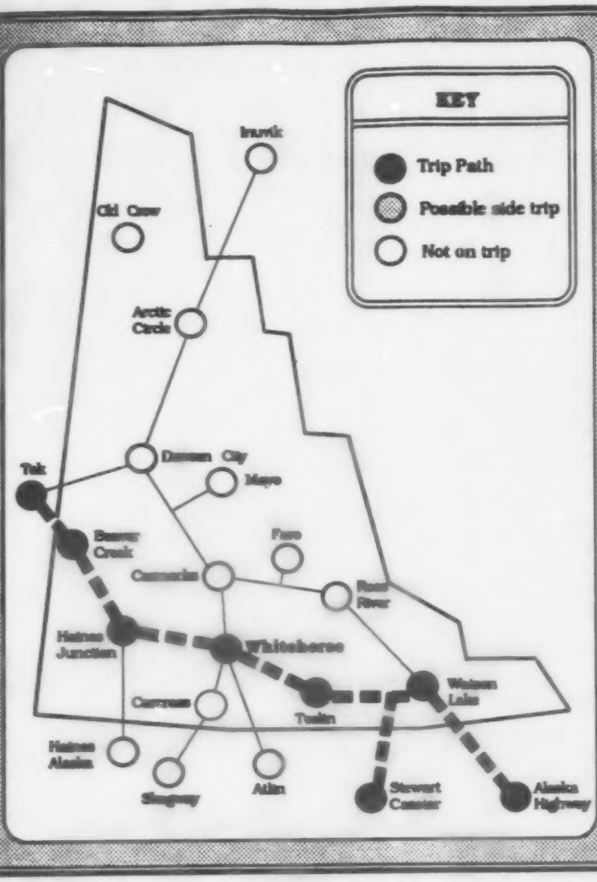
HIGHLIGHTS

This was the route through the Yukon primarily used by tour buses arriving and leaving through Skagway by cruise ship whose main destination was Alaska. Almost all of the bus passengers were Americans travelling for pleasure.

An estimated 16,987 parties (33,230 visitors) travelled this route, 17% of the total number of parties travelling through the Yukon. The average party size was two persons.

The average number of nights spent in the Yukon was only 1.3 with an average expenditure in the Yukon of eighty-two dollars per person, per night. Their total expenditures ($3,647,141) represent 10% of the total expenditures by all visitors to the Yukon.

Note: *For tables with numbers of parties less than 5% of the total number of parties, use values as approximations only.*


KEY
Trip Path
Possible side trip
Not on trip
Inuvik
Old Crow
Arctic Circle
Dawson City
Mayo
Tok
Beaver Creek
Faro
Carmacks
Ross River
Haines Junction
Whitehorse
Watson Lake
Teslin
Carcross
Haines Alaska
Skagway
Atlin
Stewart Cassiar
Alaska Highway

Yukon Visitor Exit Survey
One Way Trip #2: North

Trip Profile Summary

TOTAL:

Parties	1,978	2%
Visitors	5,080	3%
Expenditures	$298,780	1%

AVERAGE:

Party Size	2.6
Nights Spent	1.1
Expenditures per visit	$155
Expenditure per person night	$70

TYPICAL:

Expenditure per person night	$54

PROFILE of Most Common Traits:

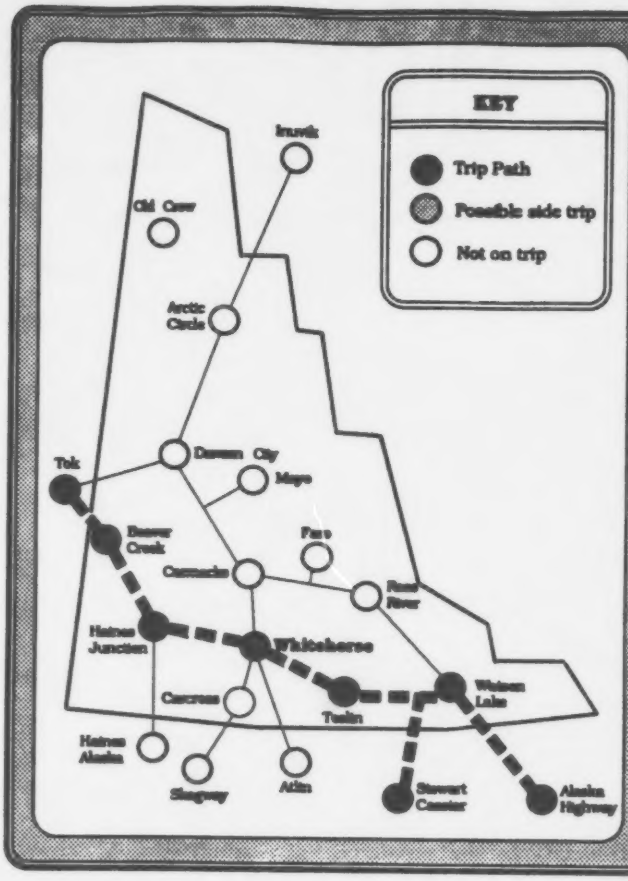
Origin	U.S.A.
Mode	Highway
Purpose	Business
Expenditure per person night	$25-$50

HIGHLIGHTS

Visitors using this route were primarily Americans returning to summer operated businesses or to summer jobs in Alaska. They entered the Yukon from British Columbia through Watson Lake or the Stewart-Cassiar Highway. Almost all travel was by private vehicle through Whitehorse and Haines Junction and out of the Yukon through Tok with very few stops along the way.

An estimated 5,080 visitors (1,978 parties) travelled this route - 2.6% of the total visitors to the Yukon. The average party size was 3 person, 100% of them American.

Minimal time was spent in the Yukon, the average number of nights spent was one. Business or a combination of business and pleasure accounted for 69% of this travel. Expenditures by travel parties using this route totalled $298,780 - only .8% of the total spent by visitors to the Yukon. Typical expenditure in the Yukon was $54 per person, per night.


KEY
Trip Path
Possible side trip
Not on trip
Inuvik
Old Crow
Arctic Circle
Dawson City
Mayo
Tok
Beaver Creek
Faro
Carmacks
Ross River
Haines Junction
Whitehorse
Teslin
Watson Lake
Carcross
Haines Alaska
Skagway
Atlin
Stewart Cassiar
Alaska Highway

Yukon Visitor Exit Survey
One Way Trip #2: South

Trip Profile Summary

TOTAL:

Parties	6,142	7%
Visitors	14,679	8%
Expenditures	$1,592,304	4%

AVERAGE:

Party Size	2.4
Nights Spent	1.9
Expenditures per visit	$239
Expenditure per person night	$71

TYPICAL:

Expenditure per person night	$62

PROFILE of Most Common Traits:

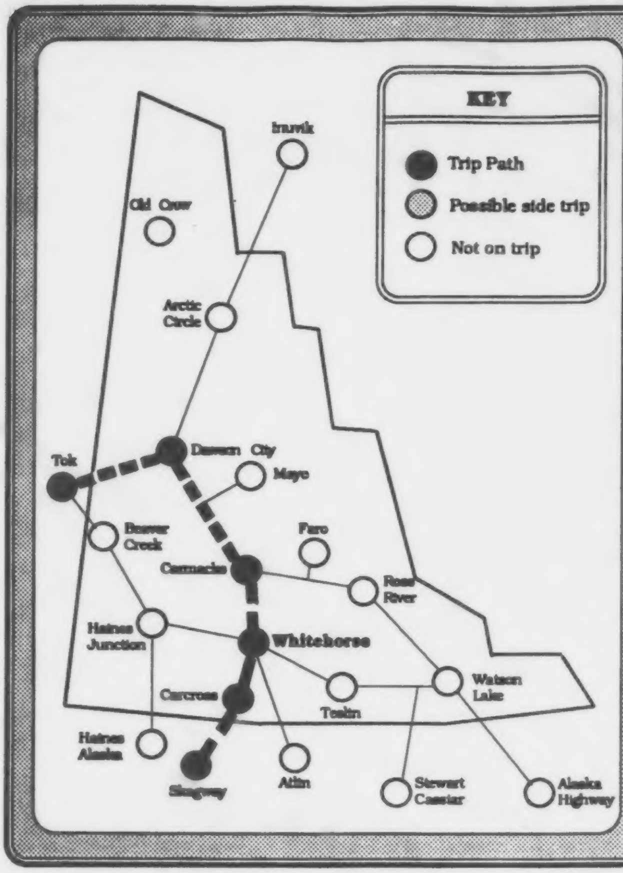
Origin	U.S.A.
Mode	Highway
Purpose	Business
Expenditure per person night	$25-$50

HIGHLIGHTS

Many owners and employees of seasonal businesses in Alaska and military personnel transferring to bases in the U.S. used this route from Tok through Whitehorse exiting through Watson Lake or the Stewart-Cassiar Highway. These visitors were almost all Americans (97%) returning to the U.S.

The average number of nights spent in the Yukon was two with $71 the average expenditure per person, per night. Minimal time and money were spent in the Yukon as business or employment (relocating in the U.S.) was the primary purpose of most trips.

An estimated 14,679 visitors (6,142 parties) used this route, approximately 8% of the total visitors to the Yukon. Total expenditures were $1,592,304, approximately 4% of total visitor expenditures.


KEY
Trip Path
Possible side trip
Not on trip
Inuvik
Old Crow
Arctic Circle
Tok
Dawson City
Mayo
Beaver Creek
Faro
Carmacks
Ross River
Haines Junction
Whitehorse
Watson Lake
Carcross
Teslin
Haines Alaska
Skagway
Atlin
Stewart Cassiar
Alaska Highway

Yukon Visitor Exit Survey
One Way Trip #3

Trip Profile Summary

TOTAL:

Parties	4,841	6%
Visitors	9,334	5%
Expenditures	$2,118,059	6%

AVERAGE:

Party Size	1.9
Nights Spent	2.9
Expenditures per visit	$416
Expenditure per person night	$88

TYPICAL:

Expenditure per person night	$78

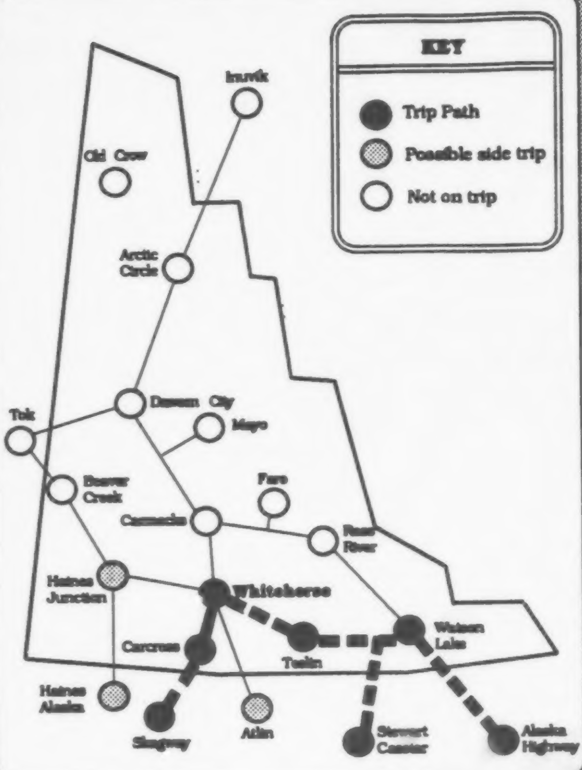
PROFILE of Most Common Traits:

Origin	U.S.A.
Mode	Bus
Purpose	Pleasure
Expenditure per person night	$50-$75

HIGHLIGHTS

This pathway between Skagway and Tok through Whitehorse and Dawson City was used mainly by buses (97%) touring through Alaska and connecting with the cruise ships in Skagway or Anchorage. The primary destination of the tours was Alaska and only three nights at the start or the end of each tour were spent in the Yukon. Most passengers were American (80%) with an average of two persons in each travel party.

An estimated 9,334 visitors (4,841 parties) travelled this route, approximately 5% of all visitors to the Yukon. Expenditures totalled $2,118,059, 6% of total expenditures. The typical expenditure per person in the Yukon was $78 per night.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Haines Alaska
Skagway
Atlin
Stewart Cassiar
Alaska Highway

Yukon Visitor Exit Survey

One Way Trip #4

Trip Profile Summary

TOTAL:

Parties	1,387	2%
Visitors	3,420	2%
Expenditures	$517,624	1%

AVERAGE:

Party Size	2.5
Nights Spent	3.3
Expenditures per visit	$372
Expenditure per person night	$57

TYPICAL:

Expenditure per person night	$59

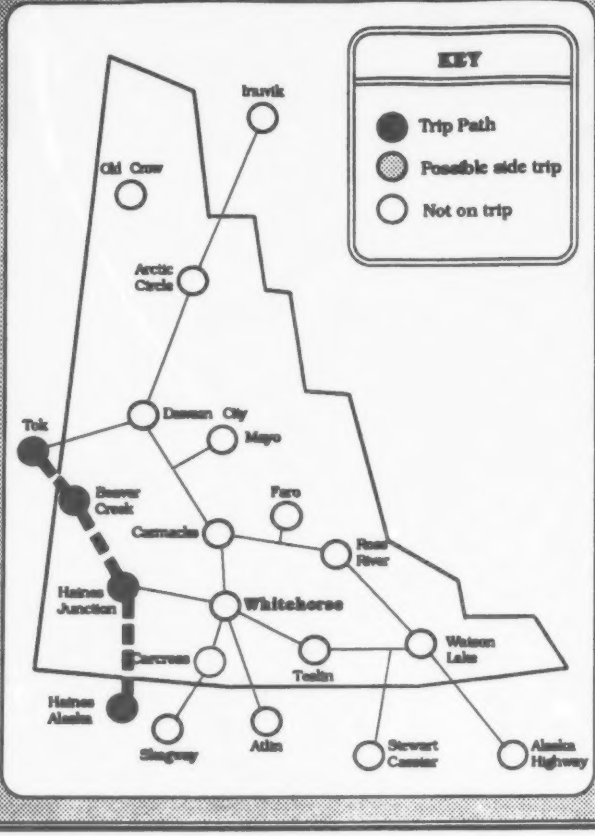
PROFILE of Most Common Traits:

Origin	U.S.A.
Mode	Bus
Purpose	Pleasure
Expenditure per person night	$50-$75

HIGHLIGHTS

The main destination of visitors using this pathway was the Yukon. Visitors arrived or departed by cruise ship or ferry in Skagway and then travelled through the Yukon by tour bus or by private vehicle. Tour buses travelled one way through Whitehorse and Watson Lake, private vehicles travelled one way through Whitehorse and through either Watson Lake or the Stewart-Cassiar Highway. Visitors travelling in private vehicles often took short side trips to places like Atlin or Watson Lake, a few visited other communities such as Dawson City or Haines Junction/Kluane.

The number of visitors using this route was estimated as 3,420 (1,387 parties), 2% of the total visitors to the Yukon. Total expenditures were $517,624, approximately 1% of total visitor expenditures. Visitors were from both the U.S. (63%) and Canada (35%), travelling for pleasure (93%), in parties averaging three persons, staying an average of three nights. The typical expenditure was $59 per person, per night.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Yukon Visitor Exit Survey
One Way Trip #5: North

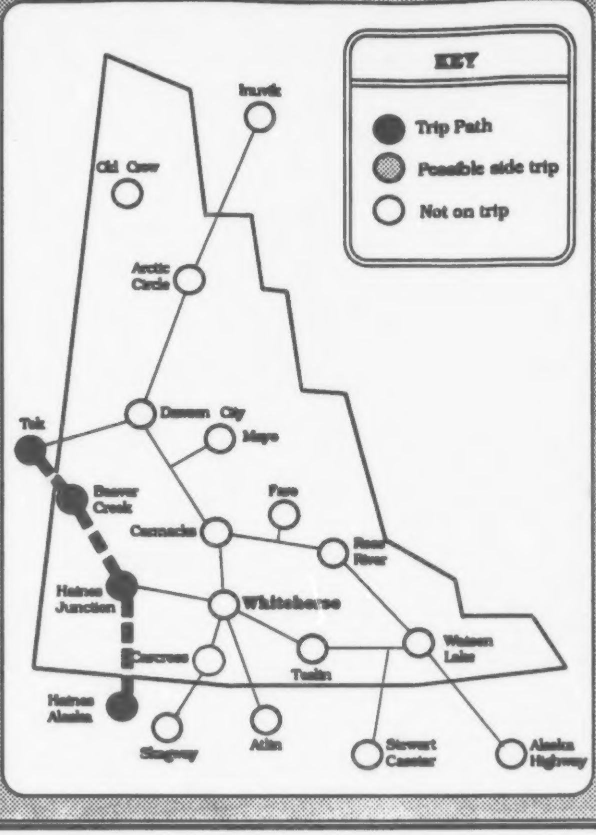
Trip Profile Summary

TOTAL:		
Parties	533	1%
Visitors	1,328	1%
Expenditures	$30,745	<1%
AVERAGE:		
Party Size		2.5
Nights Spent		0.4
Expenditures per visit		$82
Expenditure per person night		$36
TYPICAL:		
Expenditure per person night		$15
PROFILE of Most Common Traits:		
Origin	U.S.A.	
Mode	Highway	
Purpose	Pleasure	
Expenditure per person night	$1-$25	

HIGHLIGHTS

This was the major pathway taken by American visitors driving private vehicles to Alaska through Haines Junction from the ferry at Haines. 62% of the trips were for pleasure, 38% for business.

The number of visitors travelling this route was estimated as 1,328 (533 parties), .7% of the total visitors to the Yukon. The average party size was three. The average number of nights spent was less than one as most parties drove straight through the Yukon. The average expenditure in the Yukon was $36 per person, per night.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Yukon Visitor Exit Survey
One Way Trip #5: South

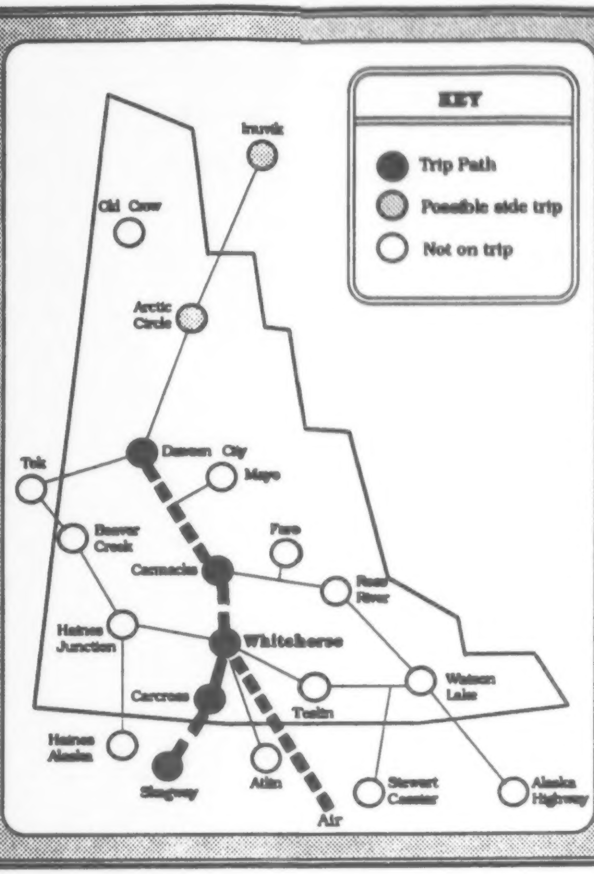
Trip Profile Summary

TOTAL:		
Parties	493	1%
Visitors	1,121	1%
Expenditures	$39,815	<1%
AVERAGE:		
Party Size		2.3
Nights Spent		0.5
Expenditures per visit		$86
Expenditure per person night		$43
TYPICAL:		
Expenditure per person night		$32
PROFILE of Most Common Traits:		
Origin	U.S.A.	
Mode	Highway	
Purpose	Business	
Expenditure per person night	$1-$25	

HIGHLIGHTS

This was the major pathway taken by American visitors driving private vehicles from Alaska through Haines Junction to the ferry at Haines. The primary purpose for the majority of these trips was business.

The estimated number of visitors travelling this route was 1,121 (493 parties), .6% of the total visitors. The total expenditure by these visitors was $39,815, .1% of the total spent by visitors. The average party size was two persons and the average time spent in the Yukon was less than twenty four hours. Average expenditure was $43 per person.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Haines Alaska
Skagway
Atlin
Stewart Cassiar
Alaska Highway
Air

Yukon Visitor Exit Survey

One Way Trip #6

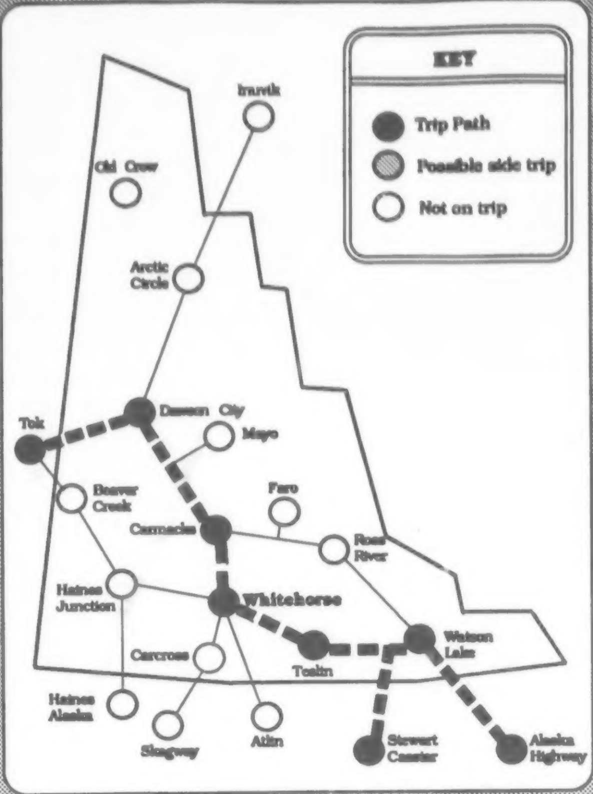
Trip Profile Summary

TOTAL:		
Parties	925	1%
Visitors	1,928	1%
Expenditures	$493,446	1%
AVERAGE:		
Party Size		2.1
Nights Spent		4.0
Expenditures per visit		$533
Expenditure per person night		$66
TYPICAL:		
Expenditure per person night		$65
PROFILE of Most Common Traits:		
Origin	Canada	
Mode	Bus	
Purpose	Pleasure	
Expenditure per person night	$50-$75	

HIGHLIGHTS

This was the pathway of visitors, predominantly Canadian, (89%), who arrived in Inuvik by air to tour through the Yukon by bus and leave by air from Whitehorse or by cruise ship from Skagway. Visitors also travelled this pathway in the opposite direction arriving by air in Whitehorse or by cruise ship in Skagway and flying out from Inuvik.

This was a pleasure trip taken by an estimated 1,928 visitors (925 parties), 1% of the total Yukon visitors. Expenditures by this group totalled $493,446, just over 1% of visitor spending in the Yukon. The average party size was two persons and the average stay was four nights in the Yukon, usually two nights in Dawson City and two in Whitehorse. The average expenditure was $66 per person, per night.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Alaska Highway

Yukon Visitor Exit Survey
One Way Trip #7: North

Trip Profile Summary

TOTAL:

Parties	660	1%
Visitors	1,495	1%
Expenditures	$433,178	1%

AVERAGE:

Party Size	2.3
Nights Spent	3.8
Expenditures per visit	$656
Expenditure per person night	$90

TYPICAL:

Expenditure per person night	$71

PROFILE of Most Common Traits:

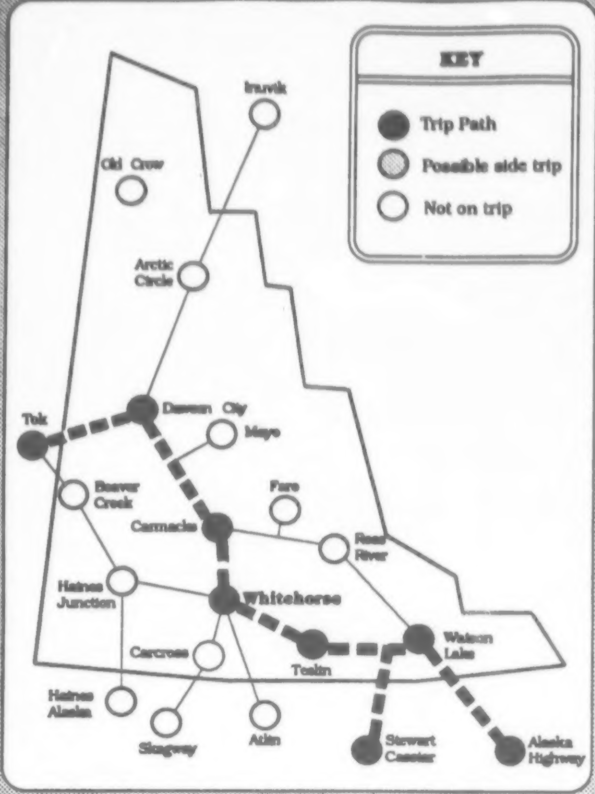
Origin	U.S.A.
Mode	Highway
Purpose	Pleasure
Expenditure per person night	$50-$75

HIGHLIGHTS

This pathway from B.C. to Alaska through Whitehorse and Dawson City was the route taken by American visitors, the majority of whom travelled by private vehicle, a small number by tour bus. Most were pleasure trips. Those travelling in private vehicles often took side trips along the way. The average length of stay in the Yukon was four nights.

An estimated 1,495 visitors (660 parties) travelled this route, .8% of Yukon visitors. Expenditures by this group totalled $433,178, approximately 1% of total expenditures. The average party size was two persons with an average expenditure per person, per night of $90.

Yukon Visitor Exit Survey
One Way Trip #7: South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Trip Profile Summary

TOTAL:		
Parties	199	<1%
Visitors	510	<1%
Expenditures	$57,039	<1%
AVERAGE:		
Party Size		2.6
Nights Spent		2.2
Expenditures per visit		$287
Expenditure per person night		$60
TYPICAL:		
Expenditure per person night		$62

PROFILE of Most Common Traits:

Origin	U.S.A.
Mode	Highway
Purpose	Pleasure
Expenditure per person night	$50-$75

HIGHLIGHTS

This was the pathway taken by American visitors travelling through the Yukon over the Top of the World Highway through Dawson City and Whitehorse. They left the Yukon by either the Alaska Highway or the Stewart-Cassiar Highway. Most travel was by private vehicle with only 13% by tour bus. The purpose of travel was divided almost evenly divided between business and pleasure.

Average party size was three persons. They stayed two nights in the Yukon, average expenditure per night was $60 per person. An estimated 510 visitors (199 parties) travelled this route, .3% of total Yukon visitors. Expenditure for this group totalled $57,039, .2% of visitor spending.

Two Way Trip Pathways

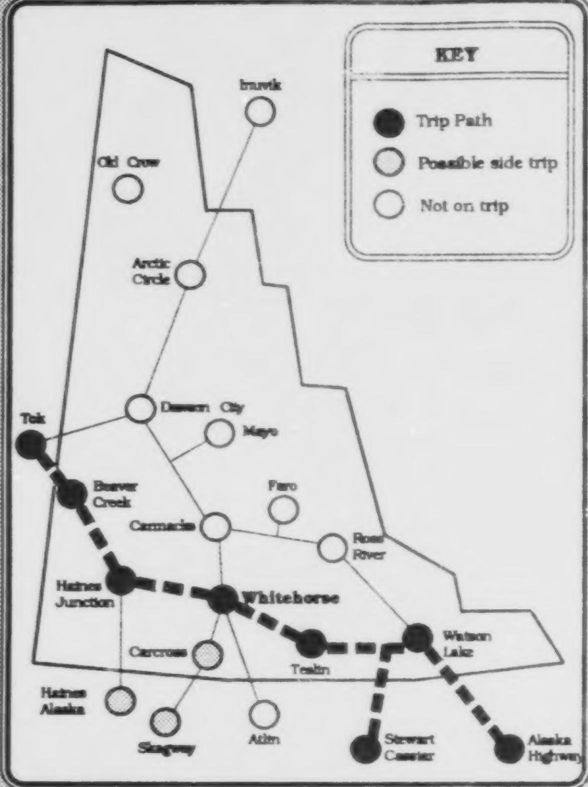
Definition: Two Way Trip Pathways

- All visitors are non Yukon residents
- May include a mixture of modes of travel (air/bus/road)
- All trips are two way through the Yukon
- May include side trips to points in the Yukon
- Mode refers to the last mode of exit for a travel party
- Expenditures refer to expenditures while in the Yukon
- Nights are those spent only in the Yukon
- (1 night could be 2 days, 2 nights 3 days, etc.)

HIGHLIGHTS

The Two-Way traveler is more consistent with the generally held view of the tourist. This pathway includes the trips of those visitors who travel to the Yukon and Alaska and then return through the territory on their way home. This pathway also includes those individuals who come only to the Yukon and then return to their place of origin outside our boundaries.

Two-Way trips accounted for 41% of all visitors to the Yukon (78,438) during the summer of 1987. This group spent almost $20,000,000 or 53% of the total expenditures by visitors. These individuals spent longer here than those travelling one way, approximately 5.9 nights. These visitors also spent considerably more than others, or almost $600 per visit. Seventy-six percent of these parties were American while 20% were Canadian. This group traveled primarily by; highway (96%), 38% by Car/Truck/Van, 35% by Camperized Vehicle or Trailing a Trailer, and 23% by R.V.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Alaska Highway

Yukon Visitor Exit Survey
Two Way Trip # 1

Trip Profile Summary

TOTAL:

Parties	16,643	19%
Visitors	39,791	21%
Expenditures	$6,826,640	18%

AVERAGE:

Party Size	2.4
Nights Spent	3.3
Expenditures per visit	$397
Expenditure per person night	$65

TYPICAL:

Expenditure per person night	$52

PROFILE of Most Common Traits:

Origin	U.S.A.
Mode	Highway
Purpose	Pleasure
Expenditure per person night	$25-$50

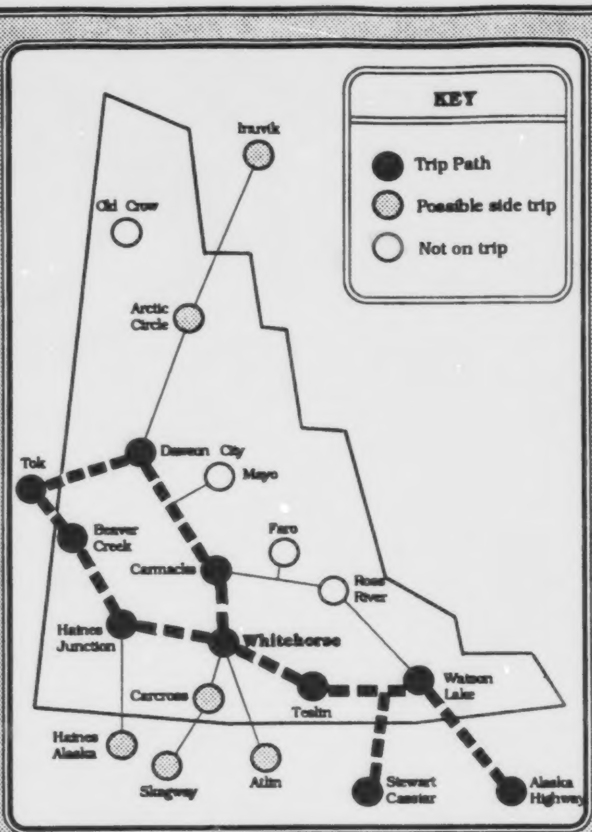
HIGHLIGHTS

Almost all of the visitors travelling this pathway were Americans travelling in private vehicles. Travel originated in either Alaska or through B.C. from the U.S. These were pleasure trips and often included side trips within the Yukon. The Yukon was not the primary destination of these visitors.

The average party size was two. The average number of nights spent in the Yukon was three. Expenditure per person averaged $65 per night.

An estimated 39,791 visitors, (16,643 parties) travelled this route, 21% of total visitors to the Yukon. Their expenditures totalled $6,826,640, just over 18% of total visitor expenditures.

Note: *For tables with numbers of parties less than 5% of the total number of parties, use values as approximations only.*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Alaska Highway

Yukon Visitor Exit Survey
Two Way Trip # 2

Trip Profile Summary

TOTAL:

Parties	11,307	13%
Visitors	26,216	14%
Expenditures	$8,929,046	24%

AVERAGE:

Party Size	2.3
Nights Spent	7.5
Expenditures per visit	$796
Expenditure per person night	$58

TYPICAL:

Expenditure per person night	$50

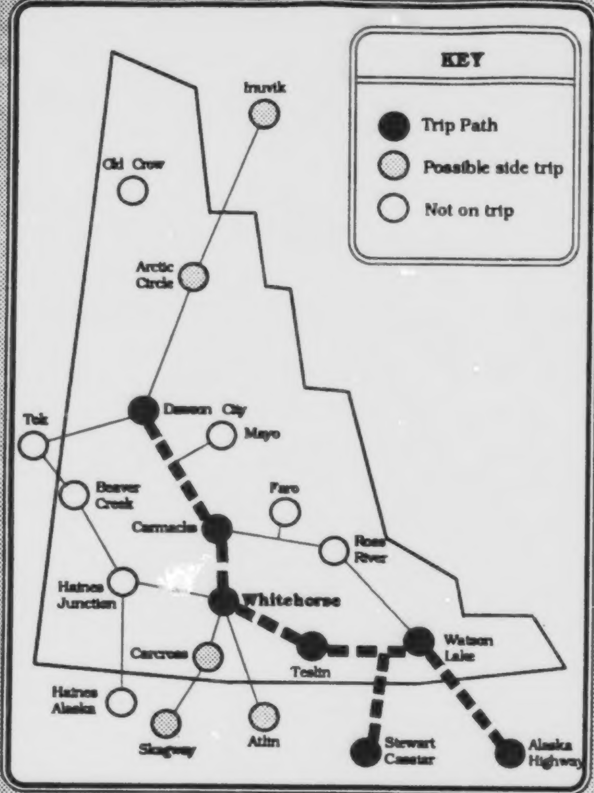
PROFILE of Most Common Traits:

Origin	U.S.A.
Mode	Highway
Purpose	Pleasure
Expenditure per person night	$25-$50

HIGHLIGHTS

The Yukon was usually a primary destination for visitors travelling this pathway. Visitors entered the Yukon at Tok from Alaska or via the Alaska Highway or Stewart-Cassiar Highway from B.C. Travel could be through Whitehorse and Dawson City or through Whitehorse and Haines Junction. These were pleasure trips in private vehicles and often included side trips within the Yukon, to Skagway, or to Atlin.

The average party size was two persons, just over half were American, the rest Canadian. Expenditures per person were $58 per night during an average stay of 7.5 nights. The estimated number of visitors using this route was 26,216 (11,307 parties), 13.5% of total Yukon visitors. Expenditures totalled $8,929,046, 24% of total spending by visitors.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Alaska Highway

Yukon Visitor Exit Survey
Two Way Trip # 3

Trip Profile Summary

TOTAL:

Parties	1,829	2%
Visitors	4,017	2%
Expenditures	$1,927,291	5%

AVERAGE:

Party Size	2.2
Nights Spent	20.6
Expenditures per visit	$1,065
Expenditure per person night	$45

TYPICAL:

Expenditure per person night	$37

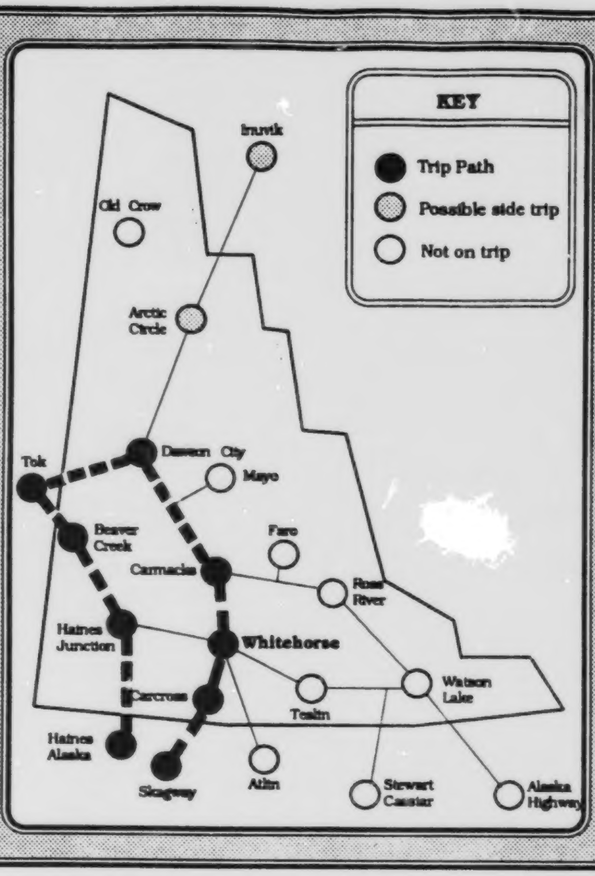
PROFILE of Most Common Traits:

Origin	Canada
Mode	Highway
Purpose	Pleasure
Expenditure per person night	$25-$50

HIGHLIGHTS

Canadian visitors whose primary destination was the Yukon travelled this pathway. Entry or exit was through Watson Lake or the Stewart-Cassiar Highway and travel was through Whitehorse and Dawson City. Visitors travelled in private vehicles and often took side trips within the Yukon, to Skagway, or to Atlin.

The average party (2.2 persons) spent twenty nights in the Yukon. Their average spending was $45 per person, per night. The estimated number of visitors travelling this route totalled 4,017 (1,829 parties), 2% of total visitors. Total expenditures by this group were $1,927,291, 5% of total visitor spending.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Yukon Visitor Exit Survey
Two Way Trip #4

Trip Profile Summary

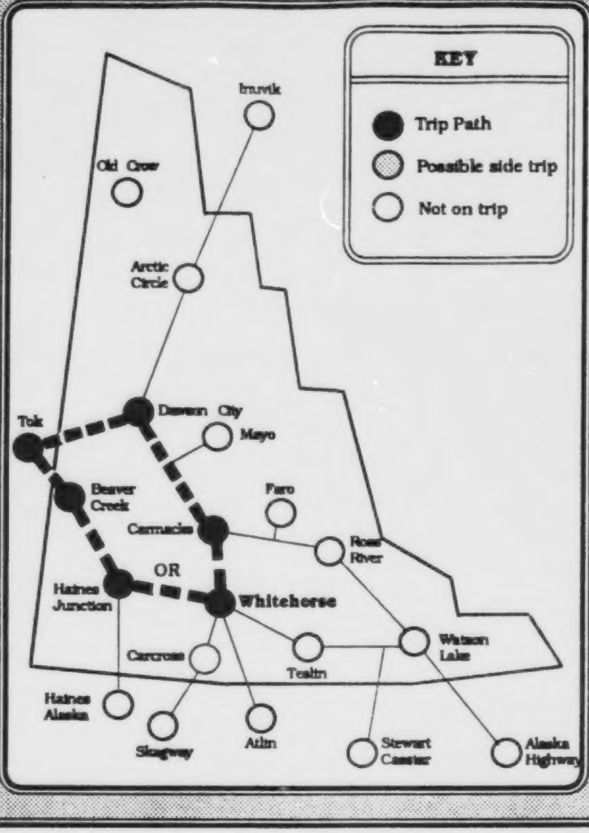
TOTAL:		
Parties	1,321	2%
Visitors	3,551	2%
Expenditures	$1,097,867	3%
AVERAGE:		
Party Size		2.7
Nights Spent		5.5
Expenditures per visit		$828
Expenditure per person night		$70
TYPICAL:		
Expenditure per person night		$51
PROFILE of Most Common Traits:		
Origin	U.S.A.	
Mode	Highway	
Purpose	Pleasure	
Expenditure per person night	$25-$50	

HIGHLIGHTS

This pathway was used by a variety of visitors (75% American, 16% from other countries, and 9% Canadian) using a variety of travel modes. Entry or exit could be by cruise ship or ferry in Skagway or Haines, by bus or private vehicle through Tok, and some visitors entered or exited by air from Whitehorse.

The major points visited during these trips were Skagway, Haines, and Tok in Alaska, and Beaver Creek, Haines Junction, Whitehorse, Carmacks, and Dawson City in the Yukon. Most trips were for pleasure. Side trips were often taken by visitors in private vehicles.

An estimated 3,551 visitors (1,321 parties) travelled this route, 2% of Yukon visitors. Expenditures totalled $1,097,867, 3% of total expenditures. Average party size was three persons with an average stay of five nights. Average expenditure per person was $70 per night.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Stewart Cassiar
Alaska Highway

Yukon Visitor Exit Survey
Two Way Trip #5

Trip Profile Summary

TOTAL:

Parties	703	1%
Visitors	1,814	1%
Expenditures	$727,701	2%

AVERAGE:

Party Size	2.6
Nights Spent	10.2
Expenditures per visit	$981
Expenditure per person night	$67

TYPICAL:

Expenditure per person night	$68

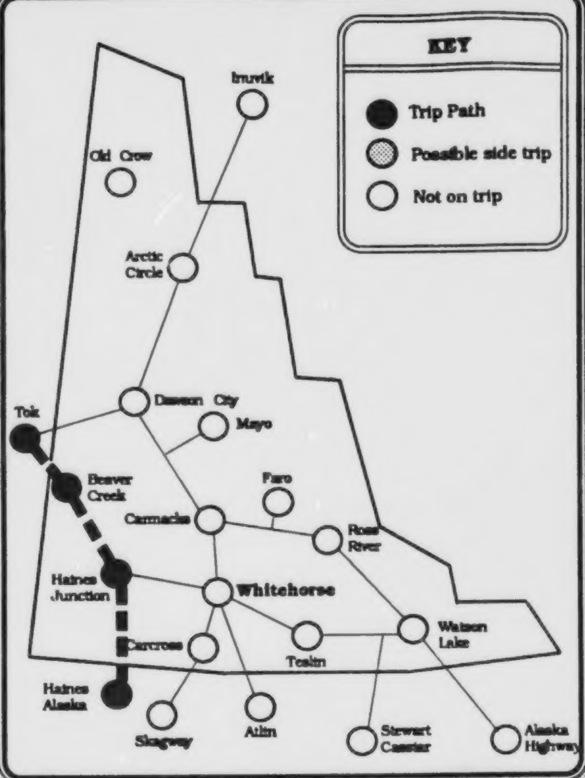
PROFILE of Most Common Traits:

Origin	U.S.A.
Mode	Highway
Purpose	Pleasure
Expenditure per person night	$1-$25

HIGHLIGHTS

This was the pathway travelled by visitors, predominantly American, entering and exiting the Yukon at Tok in private vehicles. A smaller number of visitors entered or exited through Whitehorse by air. All visitors travelled through Whitehorse and/or Dawson City and Haines Junction. Visitors travelling in private vehicles often took side trips within the Yukon, or to Skagway, or Atlin. The majority were pleasure trips.

There was an estimated 1,814 visitors (703 parties) who travelled this route, .9% of Yukon visitors. Expenditures totalled $727,701, 2% of all spending by visitors. The average party size was two persons. The average expenditure per person was $67 per night during an average stay of 10 nights.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Yukon Visitor Exit Survey
Two Way Trip # 6

Trip Profile Summary

TOTAL:

Parties	596	1%
Visitors	1,523	1%
Expenditures	$79,345	<1%

AVERAGE:

Party Size	2.6
Nights Spent	1.0
Expenditures per visit	$135
Expenditure per person night	$49

TYPICAL:

Expenditure per person night	$39

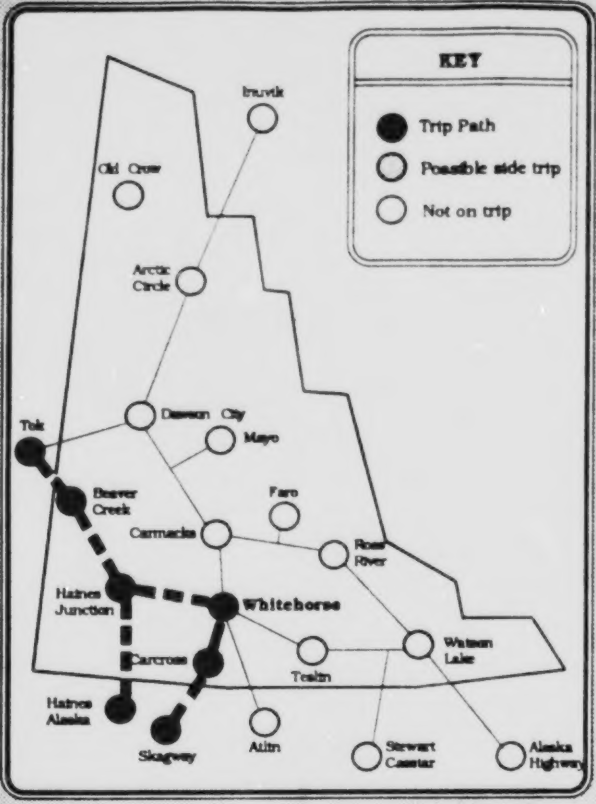
PROFILE of Most Common Traits:

Origin	U.S.A.
Mode	Highway
Purpose	Pleasure
Expenditure per person night	$1-$25

HIGHLIGHTS

This pathway through Haines Junction between Tok and Haines was travelled by American visitors in private vehicles. This was primarily a corridor for travel to and from Alaska. Minimal time was spent in the Yukon. Most trips were for pleasure.

An estimated 1,523 visitors (596 parties) travelled this route, .8% of total visitors. Average party size was two persons, average stay was one night in the Yukon. The average expenditure was $49 per person, per night. Total expenditures were $79,345, .2% of total spending by visitors.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Yukon Visitor Exit Survey
Two Way Trip #7

Trip Profile Summary

TOTAL:

Parties	544	1%
Visitors	1,526	1%
Expenditures	$181,826	1%

AVERAGE:

Party Size	2.8
Nights Spent	3.5
Expenditures per visit	$351
Expenditure per person night	$61

TYPICAL:

Expenditure per person night*	$52

PROFILE of Most Common Traits:

Origin	U.S.A.
Mode	Highway
Purpose	Pleasure
Expenditure per person night	$1-$25

HIGHLIGHTS

This was the pathway of American visitors travelling in private vehicles who entered and exited the Yukon at Tok and whose primary destination was Whitehorse. Side trips to Haines or Skagway were often included in these trips. The purpose of the majority of trips was pleasure.

An estimated 1,526 visitors (544 parties) travelled this route, .8% of total Yukon visitors. The average party size was three persons. The average stay in the Yukon was three nights with an average expenditure per night of $61 per person. Total expenditure by this group was $181,826, .5% of all spending by visitors.

Border Visit Pathways

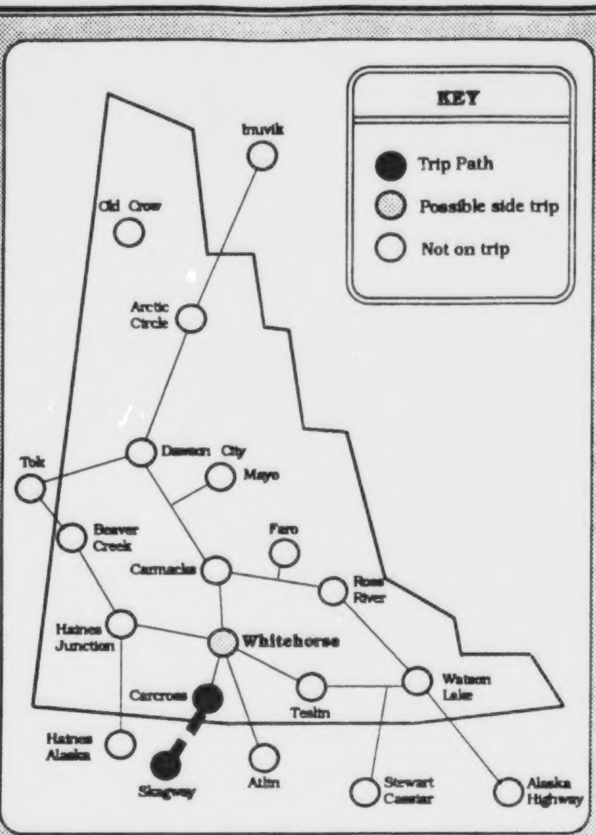
Definition: Border Visitor Pathways

- Visitors to the Yukon from outside the Yukon border
- All trips are two ways, return trips to point of origin
- May include small side trips
- Mode refers to the last mode of exit for a travel party
- Expenditures refer to expenditures while in the Yukon
- Nights are those spent only in the Yukon
- (1 night could be 2 days, 2 nights 3 days, etc.)

HIGHLIGHTS

Border visits are visitations to the Yukon primarily by bus or road. These visits include individuals who cross our border and who then return to the same point of entry. Examples of these visitors include those who travel to Watson Lake or Whitehorse to shop or cruise ship passengers on a side trip by bus to Carcross.

Border Visit accounted for 18% of the visitors and 17% of total visitor expenditures in the Yukon. These persons stayed on average 5.1 nights while spending $315 in the Yukon. Mode of exit was split between; Highway (42%), Bus (38%), and Air (20%). Most were American (63%) but 32% were Canadian and 5% were from other countries.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Ross River
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Whitehorse
Carcross
Teslin
Watson Lake
Haines Alaska
Skagway
Atlin
Stewart Cassiar
Alaska Highway

Yukon Visitor Exit Survey
Border Visits #1

Trip Profile Summary

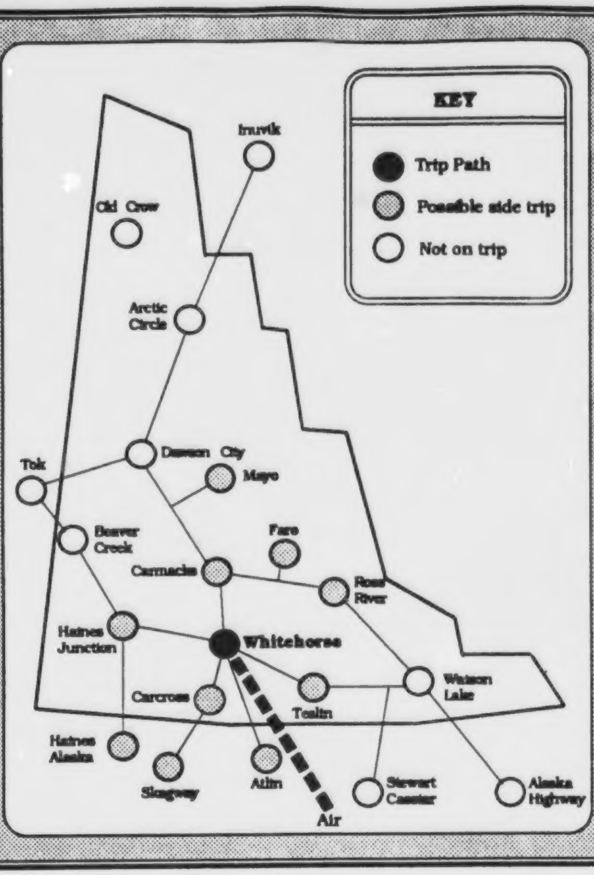
TOTAL:		
Parties	6,761	8%
Visitors	13,169	7%
Expenditures	$247,047	1%
AVERAGE:		
Party Size		2.0
Nights Spent		0.0
Expenditures per visit		$37
Expenditure per person night		$18
TYPICAL:		
Expenditure per person night		$14
PROFILE of Most Common Traits:		
Origin	U.S.A	
Mode	Bus	
Purpose	Pleasure	
Expenditure per person night	$1-$25	

HIGHLIGHTS

This was the pathway taken by tour buses to Carcross from the cruise ships in Skagway. Visitors (99% American) had lunch and attended a stage show in Carcross and were then returned to the cruise ship.

The average party size was two persons. Their only expenditure in the Yukon was the cost for the show and lunch. An estimated 13,169 visitors (6,761 parties) travelled this route, 7% of all Yukon visitors. Total expenditures were $247,047, .7% of total spending.

Note: *For tables with numbers of parties less than 5% of the total number of parties, use values as approximations only.*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Skagway
Atlin
Stewart Cassiar
Alaska Highway
Air

Yukon Visitor Exit Survey
Border Visits #2

Trip Profile Summary

TOTAL:

Parties	3,737	4%
Visitors	5,151	3%
Expenditures	$2,320,605	6%

AVERAGE:

Party Size	1.4
Nights Spent	9.3
Expenditures per visit	$513
Expenditure per person night	$89

TYPICAL:

Expenditure per person night	$77

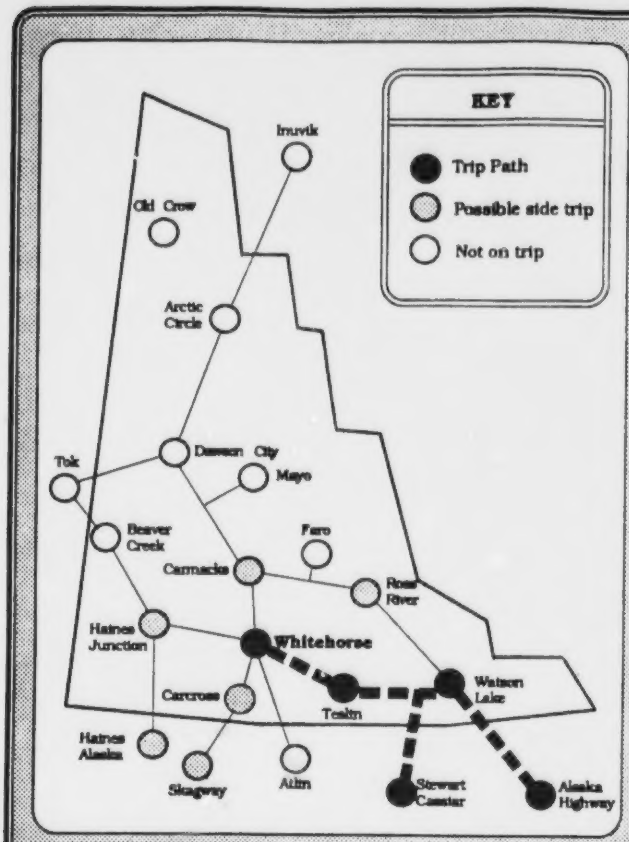
PROFILE of Most Common Traits:

Origin	Canada
Mode	Air
Purpose	Pleasure
Expenditure per person night	$100+

HIGHLIGHTS

This was the pathway of visitors entering and leaving Whitehorse by air. The purpose of these trips was evenly divided between business and pleasure. Side trips within the Yukon, to Skagway, or to Atlin, were sometimes included in these trips.

An estimated 5,151 visitors (3,737 parties) visited Whitehorse during these trips, 3% of all visitors. Almost three-quarters of these visitors were Canadian. The average party size was one person and the average stay nine nights. The average expenditure per night was $89 per person. Total expenditures by this group were $2,320,605, 6% of all visitor spending.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Alaska Highway

Yukon Visitor Exit Survey
Border Visits #3

Trip Profile Summary

TOTAL:

Parties	2,999	3%
Visitors	6,171	3%
Expenditures	$1,631,003	4%

AVERAGE:

Party Size	2.1
Nights Spent	8.5
Expenditures per visit	$584
Expenditure per person night	$61

TYPICAL:

Expenditure per person night	$42

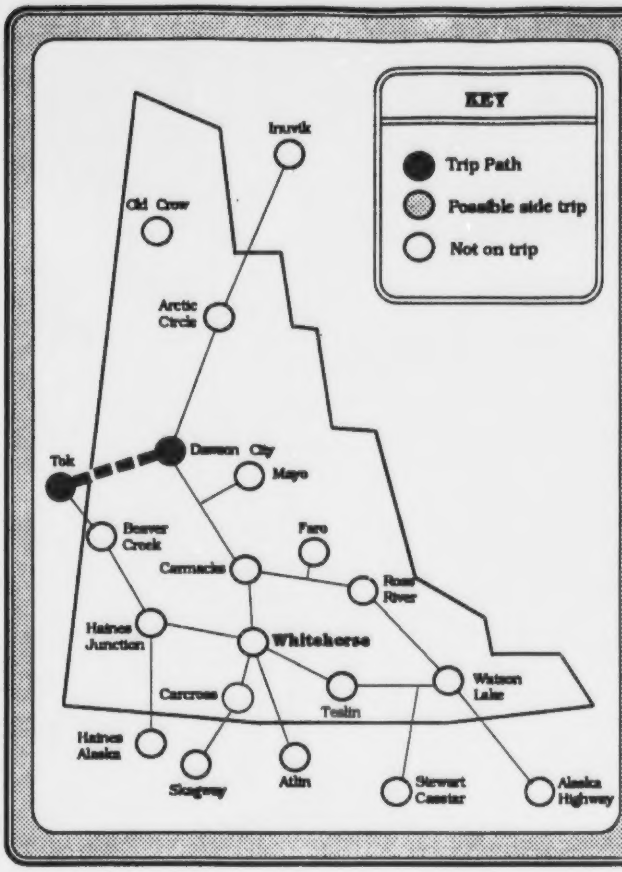
PROFILE of Most Common Traits:

Origin	Canada
Mode	Highway
Purpose	Pleasure
Expenditure per person night	$1-$25

HIGHLIGHTS

Whitehorse was the main destination of visitors using this pathway. Entry and exit was via the Alaska Highway through Watson Lake or the Stewart-Cassiar Highway. Three quarters of the visitors were Canadian, the rest American, travelling in private vehicles. The purpose of almost all trips was pleasure and side trips within the Yukon, to Skagway, or to Atlin were often included.

The average party was two persons, the average stay in the Yukon was eight nights. Average expenditure per person was $61 per night. An estimated 6,171 visitors (2,888 parties) travelled this route, 3% of visitors. Total expenditures were $1,631,003, 4% of all spending.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Alaska Highway

Yukon Visitor Exit Survey
Border Visits #4

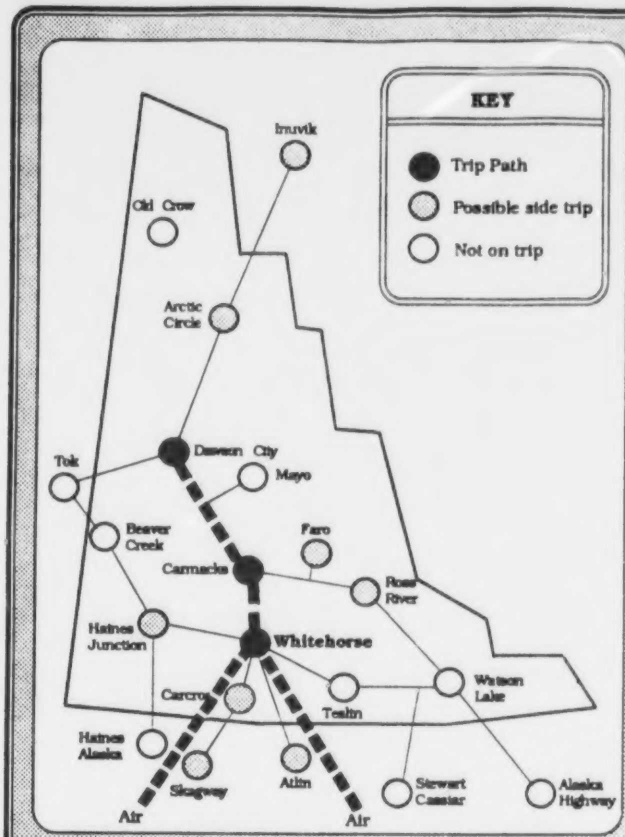
Trip Profile Summary

TOTAL:		
Parties	2,372	3%
Visitors	6,345	3%
Expenditures	$650,726	2%
AVERAGE:		
Party Size		2.7
Nights Spent		2.0
Expenditures per visit		$292
Expenditure per person night		$74
TYPICAL:		
Expenditure per person night		$50
PROFILE of Most Common Traits:		
Origin	U.S.A	
Mode	Highway	
Purpose	Pleasure	
Expenditure per person night	$25-$50	

HIGHLIGHTS

This pathway was taken by American visitors travelling in private vehicles between Alaska and the Yukon over the Top of the World Highway to Dawson City. The purpose of these trips was pleasure and side trips were often included, frequently up the Dempster Highway.

The average party size was three persons and they stayed in the Yukon an average of two nights. Expenditures averaged $74 per person, per night. An estimated 6,345 visitors (2,372 parties) travelled this route, 3% of visitors to the Yukon. Expenditures for this group were $650,726, 2% of total expenditures.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Alaska Highway
Air
Air

Yukon Visitor Exit Survey
Border Visits #5

Trip Profile Summary

TOTAL:

Parties	1,100	1%
Visitors	1,714	1%
Expenditures	$1,181,309	3%

AVERAGE:

Party Size	1.6
Nights Spent	23.7
Expenditures per visit	$1,171
Expenditure per person night	$66

TYPICAL:

Expenditure per person night	$41

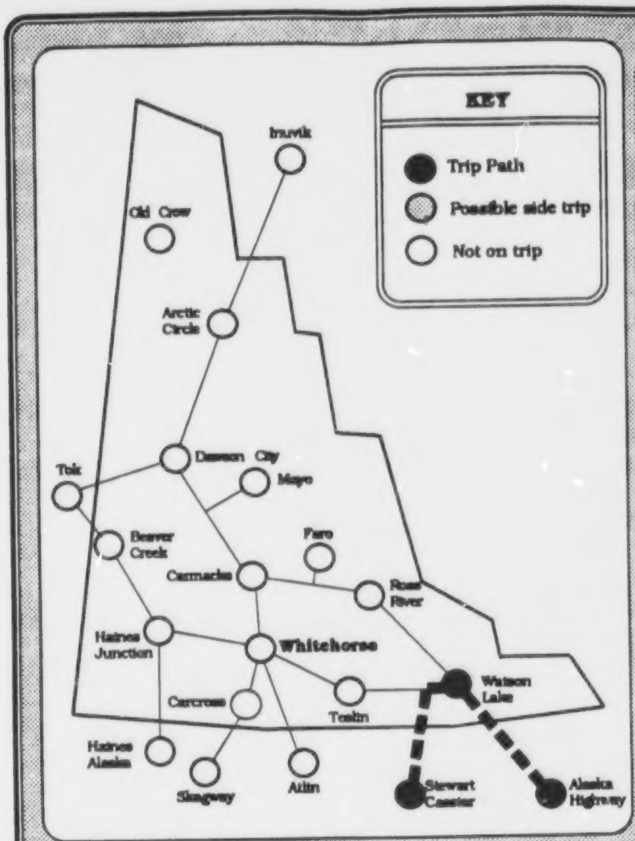
PROFILE of Most Common Traits:

Origin	Canada
Mode	Air
Purpose	Pleasure
Expenditure per person night	$1-$25

HIGHLIGHTS

Whitehorse was the main destination of visitors entering the Yukon using this pathway. Entry and exit was by air though side trips by private vehicle were often taken by visitors during their stay in the Yukon. Dawson City was one of the main destinations of these side trips. Visitors were from Canada (63%), the U.S. (14%), and from other countries (23%). Two-thirds of the trips were for pleasure, one-third for business.

The average party size was one person, the average stay 24 nights. The average expenditure per person was $66 per night. An estimated 1,714 visitors (1,100 parties) travelled this route, .9% of all visitors. Total expenditures were $1,181,309, 3% of all spending by visitors.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Alaska Highway

Yukon Visitor Exit Survey

Border Visits #6

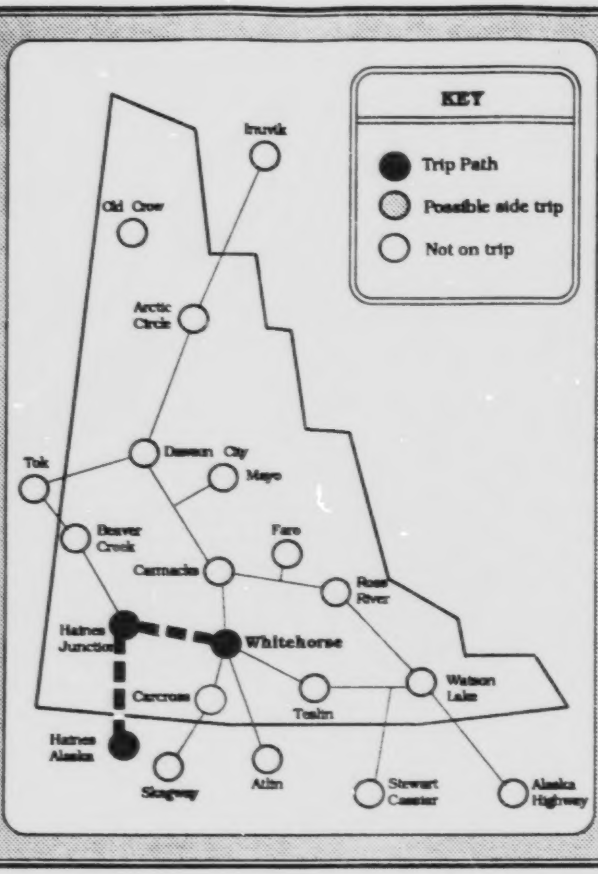
Trip Profile Summary

TOTAL:		
Parties	930	1%
Visitors	2,116	1%
Expenditures	$155,404	>1%
AVERAGE:		
Party Size		2.3
Nights Spent		1.3
Expenditures per visit		$187
Expenditure per person night		$71
TYPICAL:		
Expenditure per person night		$47
PROFILE of Most Common Traits:		
Origin	Canada	
Mode	Highway	
Purpose	Pleasure	
Expenditure per person night	$1-$25	

HIGHLIGHTS

Watson Lake was the destination of visitors travelling this pathway. Travel was by private vehicle via the Alaska Highway or the Stewart-Cassiar Highway. The primary purpose of most trips was pleasure and some side trips within the Yukon were taken during these trips. The majority of visitors were Canadian - northern B.C. residents visiting with friends in Watson Lake.

The average party size was two persons, the average stay one night in the Yukon. Expenditures averaged $71 per person, per night. An estimated 2,116 visitors (930 parties) travelled this route, only 1% of visitors. Expenditures totalled $155,404, .4% of total spending.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Alaska Highway

Yukon Visitor Exit Survey

Border Visits #7

Trip Profile Summary

TOTAL:

Parties	144	<1%
Visitors	444	<1%
Expenditures	$24,869	<1%

AVERAGE:

Party Size	3.1
Nights Spent	1.5
Expenditures per visit	$197
Expenditure per person night	$68

TYPICAL:

Expenditure per person night	$37

PROFILE of Most Common Traits:

Origin	U.S.A
Mode	Highway
Purpose	Pleasure
Expenditure per person night	$1-$25

HIGHLIGHTS

Whitehorse was the destination of visitors using this pathway from Haines through Haines Junction. All visitors were American travelling in private vehicles. The purpose of the majority of trips was pleasure. Some side trips were taken within the Yukon by these visitors.

Average party size was three persons, the average stay one night. Expenditures averaged $68 per person, per night. An estimated 444 visitors (144 parties) used this route, .2% of visitors. Expenditures by this group totalled $24,869, only .1% of all spending.

Air Departure Pathways

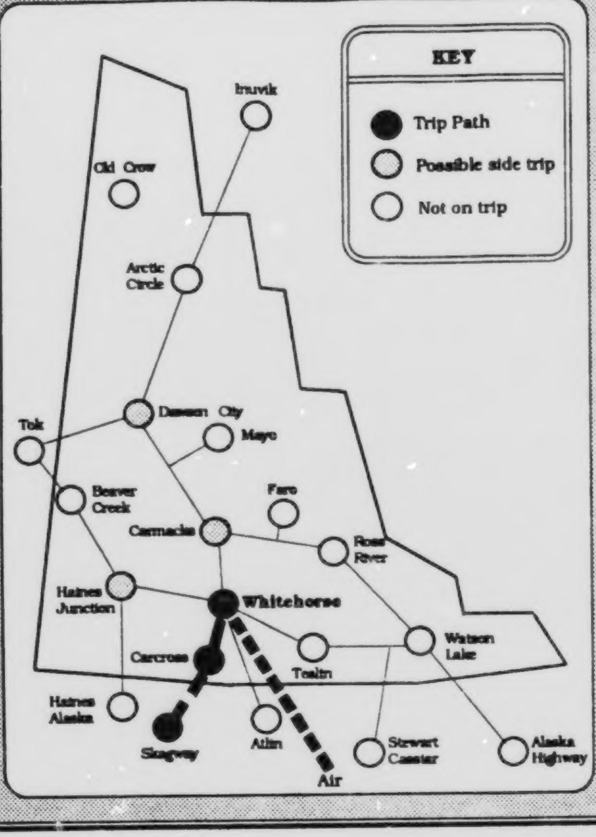
Definition: Air Departure Pathways

- Visitors to the Yukon from outside the Yukon border
- All trips are one way into and then by air out of the Yukon
- May include side trips in the Yukon
- Expenditures refer to expenditures while in the Yukon
- Nights are those spent only in the Yukon
- (1 night could be 2 days, 2 nights 3 days, etc.)

HIGHLIGHTS

Air departures represent a mixture of purposes and modes of visitation. They include ferry/cruise ship passengers who travel by bus to the Yukon and then return to place of origin by Air. Other bus trips are included that bring passengers to the Yukon by bus from the South or from Alaska and then transport them out of the Yukon by Air from Whitehorse or Watson Lake. Other visitors included in this type of travel include business travellers or tourists driving through Watson Lake who return home via Whitehorse by Air.

Air Departures accounted for only 1.7% of the total visitors but contributed almost 4% of the total expenditures. These individuals visited the longest in the Yukon (11 nights) and spent the most while here, an average of almost $800 during their visit. A majority of these visitors were Canadian (47%) while 30% were American and 22% from other countries. The highest recorded business component was included in this pathway (14%) but the majority were here for pleasure (81%).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Atlin
Air
Stewart Cassiar
Alaska Highway

Yukon Visitor Exit Survey
Air Departures #1

Trip Profile Summary

TOTAL:

Parties	950	1%
Visitors	1,861	1%
Expenditures	$932,404	3%

AVERAGE:

Party Size	2.0
Nights Spent	11.2
Expenditures per visit	$868
Expenditure per person night	$70

TYPICAL:

Expenditure per person night	$63

PROFILE of Most Common Traits:

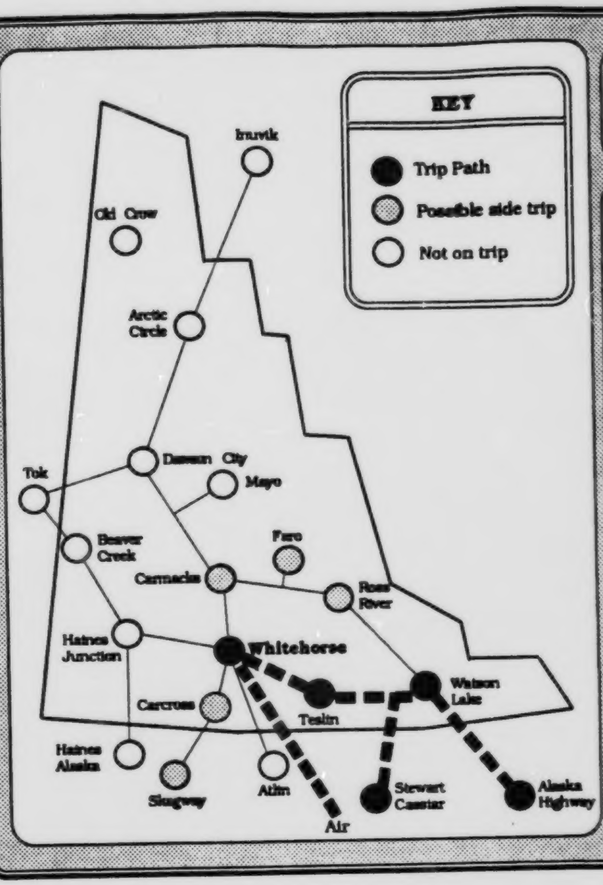
Origin	Canada
Mode	Bus
Purpose	Pleasure
Expenditure per person night	$75-$100

HIGHLIGHTS

This pathway was taken by visitors arriving on the ferry/cruise ships at Skagway and driving to Whitehorse. Visitors were met by friends or relatives, were part of a bus tour, or were travelling in rental vehicles. All departure was by air from Whitehorse. All were pleasure trips.

The average party size was two persons. Half of the parties were Canadian, 30% from the U.S., and 17% from other countries. The average stay in the Yukon was eleven nights. An estimated 1,861 visitors (950 parties) travelled this route, 1% of visitors. The average expenditure per person was $70 per night. Total expenditures for this group were approximately $932,404, 3% of visitor spending.

Note: *For tables with numbers of parties less than 5% of the total number of parties, use values as approximations only.*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Alaska Highway

Yukon Visitor Exit Survey
Air Departures #2

Trip Profile Summary

TOTAL:

Parties	402	1%
Visitors	571	<1%
Expenditures	$317,157	1%

AVERAGE:

Party Size	1.4
Nights Spent	18.0
Expenditures per visit	$973
Expenditure per person night	$76

TYPICAL:

Expenditure per person night	$50

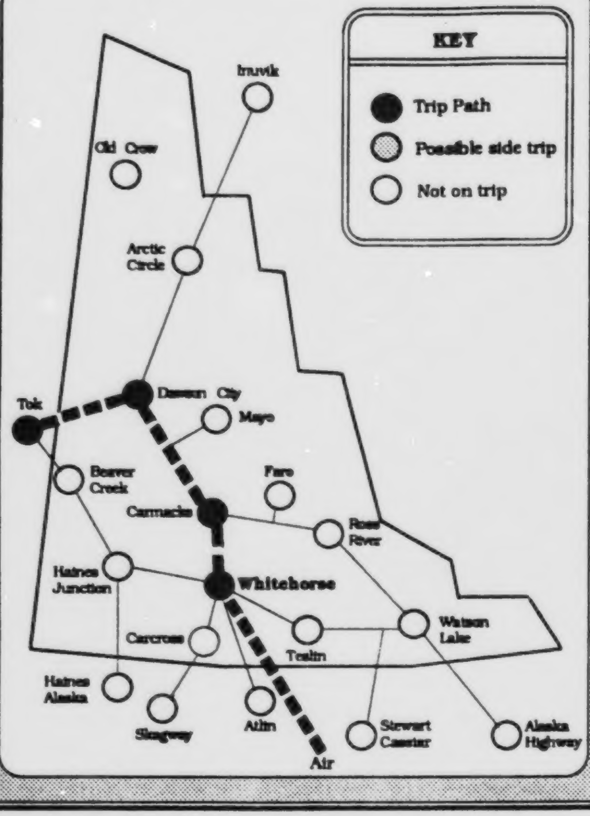
PROFILE of Most Common Traits:

Origin	Canada
Mode	Air
Purpose	Business
Expenditure per person night	$1-$25

HIGHLIGHTS

Visitors travelling this pathway entered the Yukon through either Watson Lake or through the Stewart-Cassiar Highway. Most travelled in private vehicles. The purpose of these trips was almost evenly divided between business and pleasure. Side trips included trips by air or road to work camps or recreational bush camps, and to communities - frequently to Carmacks, Faro, Mayo and Elsa/Keno.

In this group, three quarters were Canadian. The average party was one person and the average stay 18 nights. Average expenditure per person was $76 per night. Approximately 571 visitors travelled this route, .3% of total visitors. Expenditures totalled approximately $317,157, .9% of spending.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Stewart Cassiar
Alaska Highway
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Yukon Visitor Exit Survey
Air Departures #3

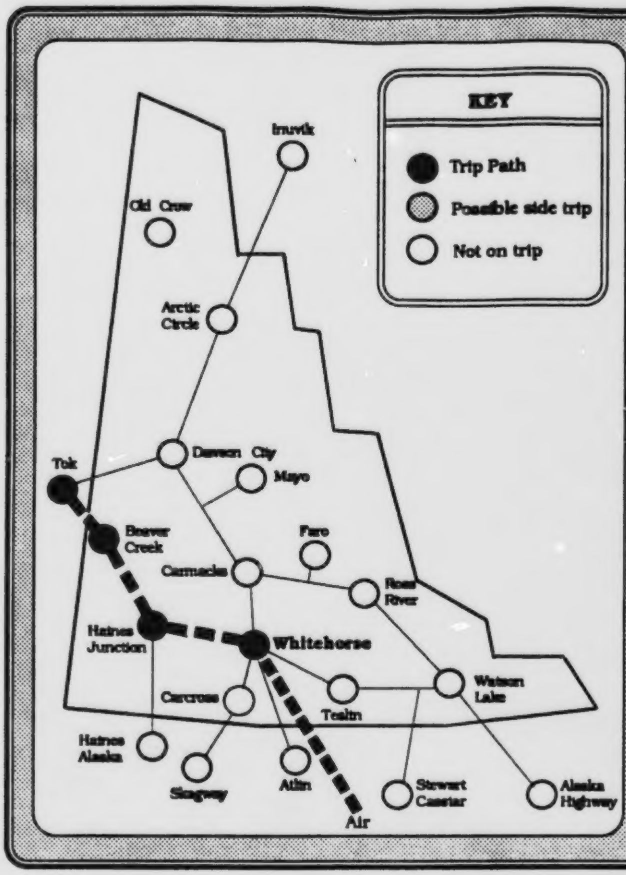
Trip Profile Summary

TOTAL:			
	Parties	312	<1%
	Visitors	628	<1%
	Expenditures	$175,748	1%
AVERAGE:			
	Party Size		2.0
	Nights Spent		3.0
	Expenditures per visit		$454
	Expenditure per person night		$151
TYPICAL:			
	Expenditure per person night		$152
PROFILE of Most Common Traits:			
	Origin	U.S.A.	
	Mode	Air	
	Purpose	Pleasure	
	Expenditure per person night	$100+	

HIGHLIGHTS

This was primarily a tour bus route. Buses entered the Yukon at Tok, visited Dawson City, and continued to Whitehorse where passengers stayed overnight and then departed by air.

The origin of tour bus passengers was sixty percent U.S., and the remaining forty percent evenly divided between Canada and other countries. The purpose of the trips was pleasure. Average party size was two persons and the average stay three nights. Visitors stayed in hotels and did some shopping resulting in an average expenditure per person of $150 per night. An estimated 628 visitors (312 parties) travelled this route, .3% of visitors. Expenditures totalled approximately $175,748, .5% of spending.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Alaska Highway
Air

Yukon Visitor Exit Survey
Air Departures #4

Trip Profile Summary

TOTAL:

Parties	64	<1%
Visitors	156	<1%
Expenditures	$18,239	<1%

AVERAGE:

Party Size	2.4
Nights Spent	2.6
Expenditures per visit	$285
Expenditure per person night	$44

TYPICAL:

Expenditure per person night	$44

PROFILE of Most Common Traits:

Origin	U.S.A.
Mode	Air
Purpose	Pleasure
Expenditure per person night	$25-$50

HIGHLIGHTS

This pathway was predominantly a tour bus route from Alaska, through Haines Junction, to Whitehorse where passengers departed by air. The majority of visitors were Americans travelling for pleasure.

Two was the average party size and they stayed an average of three nights in the Yukon. Approximately 156 visitors (64 parties) travelled this route. Average expenditure per person was $45, a total of approximately $18,239, less than .1% of total spending.

Pathway Summary

PATHWAY SUMMARY: Part 1
Yukon Visitor Exit Survey

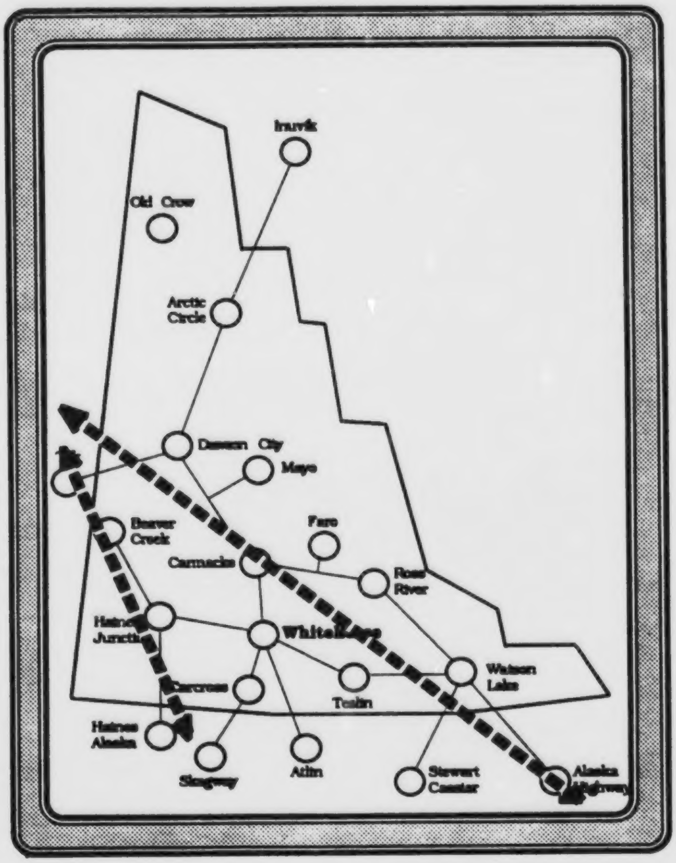
		ALL Pathways	PATHWAYS	
			One-Way	Two-Way
TOTAL				
Parties	(no)	88,455	34,145	32,943
% of all parties	(%)	100.0%	38.6%	37.2%
Visitors	(no)	193,708	72,125	78,438
% of all visitors	(%)	100.0%	37.2%	40.5%
Expenditures	($)	37,287,111	9,228,131	19,769,716
% of all expenditures	(%)	100.0%	24.7%	53.0%
AVERAGE				
Party size	(no)	2.2	2.1	2.4
Nights spent	(no)	4.3	1.8	5.9
Expenditure/party/visit	($)	422	270	600
Expenditure/person/night	($)	45	70	43
TRIMMED AVERAGE (extreme values removed)				
Expenditure/party/visit	($)	410	265	594
Expenditure/person/night	($)	66	78	62
TYPICAL (adjusted median)				
Expenditure/person/night	($)	59	75	51
VISITOR PROFILE (% of all Visitors)				
Origin of Party				
Canada	(%)	17	5	20
USA	(%)	79	92	76
Other	(%)	4	3	4
Mode of Last Exit				
Highway	(%)	59	35	90
Bus	(%)	35	65	8
Air	(%)	6	0	2
Purpose of Trip				
Business	(%)	9	14	3
Pleasure	(%)	86	79	93
Both	(%)	5	7	4
Expenditure/person/night				
$1 to $25	(%)	24	9	22
$25 to $50	(%)	23	13	35
$50 to $75	(%)	24	34	21
$75 to $100	(%)	18	32	9
$100+	(%)	12	13	12
Vehicle Type				
Car/Truck/Van	(%)	28	22	36
Camperized/Trailing	(%)	19	10	33
R.V.	(%)	11	3	21
Other	(%)	0	1	0
Bus	(%)	35	65	8
Air	(%)	6	0	2

Note: *For tables with numbers of parties less than 5% of the total number of parties, use values as approximations only.*

PATHWAY SUMMARY: Part 2
Yukon Visitor Exit Survey

		PATHWAYS (continued)		
		Border Visits	Air Departures	Other
TOTAL				
Parties	(no)	17,932	1,728	1,707
% of all parties	(%)	20.3%	2.0%	1.9%
Visitors	(no)	35,110	3,216	4,819
% of all visitors	(%)	18.1%	1.7%	2.5%
Expenditures	($)	6,210,963	1,443,548	634,754
% of all expenditures	(%)	16.7%	3.9%	1.7%
AVERAGE				
Party size	(no)	2.0	1.9	2.8
Nights spent	(no)	5.1	11.0	6.2
Expenditure/party/visit	($)	346	835	372
Expenditure/person/night	($)	35	41	21
TRIMMED AVERAGE (extreme values removed)				
Expenditure/party/visit	($)	315	784	382
Expenditure/person/night	($)	51	86	66
TYPICAL (adjusted median)				
Expenditure/person/night	($)	31	79	51
VISITOR PROFILE (% of all Visitors)				
Origin of Party				
Canada	(%)	32	47	18
USA	(%)	63	30	74
Other	(%)	5	22	7
Mode of Last Exit				
Highway	(%)	42	0	25
Bus	(%)	38	0	25
Air	(%)	20	100	4
Purpose of Trip				
Business	(%)	10	14	1
Pleasure	(%)	87	81	87
Both	(%)	3	5	12
Expenditure/person/night				
$1 to $25	(%)	54	20	42
$25 to $50	(%)	17	16	25
$50 to $75	(%)	11	12	7
$75 to $100	(%)	6	18	19
$100+	(%)	11	33	6
Vehicle Type				
Car/Truck/Van	(%)	23	0	52
Camperized/Trailing	(%)	12	0	13
R.V.	(%)	6	0	5
Other	(%)	1	0	0
Bus	(%)	38	0	25
Air	(%)	20	100	4

One Way Pathways



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Stewart Cassiar
Alaska Highway

ONEWAY TRIP PATHWAYS: Part 1
Yukon Visitor Exit Survey

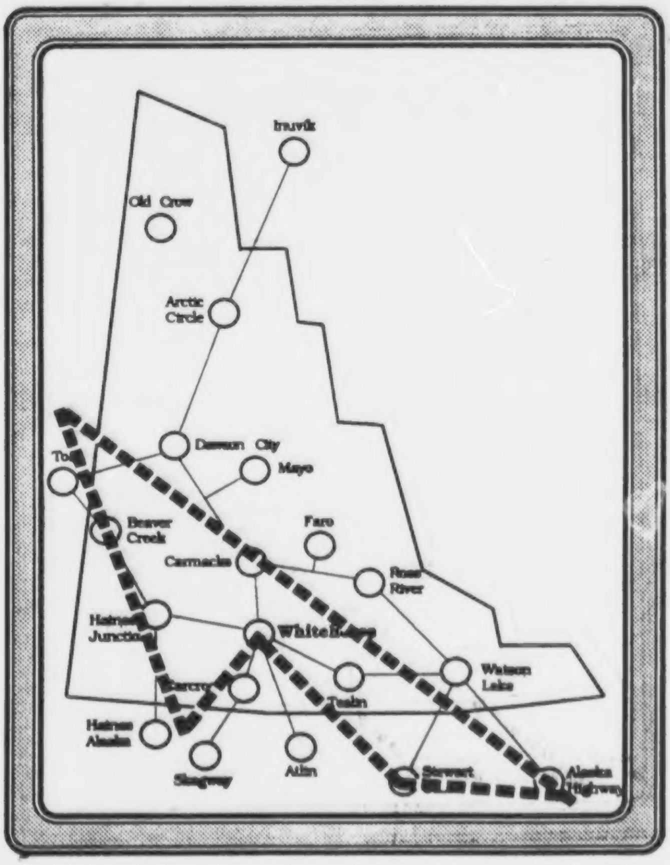
		TRIPS				
		One	Two North	Two South	Three	Four
TOTAL						
Parties	(no)	16,987	1,978	6,142	4,841	1,387
% of all parties	(%)	19.2%	2.2%	6.9%	5.5%	1.6%
Visitors	(no)	33,230	5,080	14,679	9,334	3,420
% of all visitors	(%)	17.2%	2.6%	7.6%	4.8%	1.8%
Expenditures	(no)	3,647,141	298,780	1,592,304	2,118,059	517,624
% of all expenditures	(%)	9.8%	0.8%	4.3%	5.7%	1.4%
AVERAGE						
Party size	(no)	2.0	2.6	2.4	1.9	2.5
Nights spent	(no)	1.3	1.1	1.9	2.9	3.3
Expenditure/visit	($)	214	155	239	416	372
Expenditure/person/night	($)	82	70	71	88	57
TYPICAL						
Expenditure/person/night	($)	79	54	62	78	59
PROFILE						
Origin of Party						
Canada	(%)	0	0	1	6	35
USA	(%)	99	100	97	80	63
Other	(%)	1	0	3	15	1
Mode of Last Exit						
Highway	(%)	1	97	99	3	38
Bus	(%)	99	3	1	97	62
Air	(%)	0	0	0	0	0
Purpose of Trip						
Business	(%)	1	46	43	0	2
Pleasure	(%)	99	31	37	99	93
Both	(%)	0	23	20	1	4
Expenditure/person/night						
$1 to $25	(%)	0	29	15	1	22
$25 to $50	(%)	1	41	32	4	22
$50 to $75	(%)	39	11	23	42	45
$75 to $100	(%)	49	6	13	31	6
$100+	(%)	11	14	16	21	5

Note: *For tables with numbers of parties less than 5% of the total number of parties, use values as approximations only.*

ONEWAY TRIP PATHWAYS: Part 2
Yukon Visitor Exit Survey

		Trips (continued)				
		Five North	Five South	Six	Seven North	Seven South
TOTAL						
Parties	(no)	533	493	925	660	199
% of all parties	(%)	0.6%	0.6%	1.0%	0.7%	0.2%
Visitors	(no)	1,328	1,121	1,928	1,495	510
% of all visitors	(%)	0.7%	0.6%	1.0%	0.8%	0.3%
Expenditures	(no)	30,745	39,815	493,446	433,178	57,039
% of all expenditures	(%)	0.1%	0.1%	1.3%	1.2%	0.2%
AVERAGE						
Party size	(no)	2.5	2.3	2.1	2.3	2.6
Nights spent	(no)	0.4	0.5	4.0	3.8	2.2
Expenditure/visit	($)	82	86	533	656	287
Expenditure/person/night	($)	36	43	66	90	60
TYPICAL						
Expenditure/person/night	($)	15	32	65	71	62
PROFILE						
Origin of Party						
Canada	(%)	0	0	89	4	5
USA	(%)	100	92	11	96	88
Other	(%)	0	8	0	0	7
Mode of Last Exit						
Highway	(%)	100	100	0	80	87
Bus	(%)	0	0	100	20	13
Air	(%)	0	0	0	0	0
Purpose of Trip						
Business	(%)	38	48	0	4	44
Pleasure	(%)	62	43	100	77	56
Both	(%)	0	10	0	19	0
Expenditure/person/night						
$1 to $25	(%)	78	57	0	8	0
$25 to $50	(%)	10	17	22	8	23
$50 to $75	(%)	1	17	55	44	69
$75 to $100	(%)	11	4	23	26	7
$100+	(%)	0	4	0	14	0

Two Way Pathways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Haines Alaska
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Atlin
Stewart
Alaska Highway

TWOWAY TRIP PATHWAYS: Part 1
Yukon Visitor Exit Survey

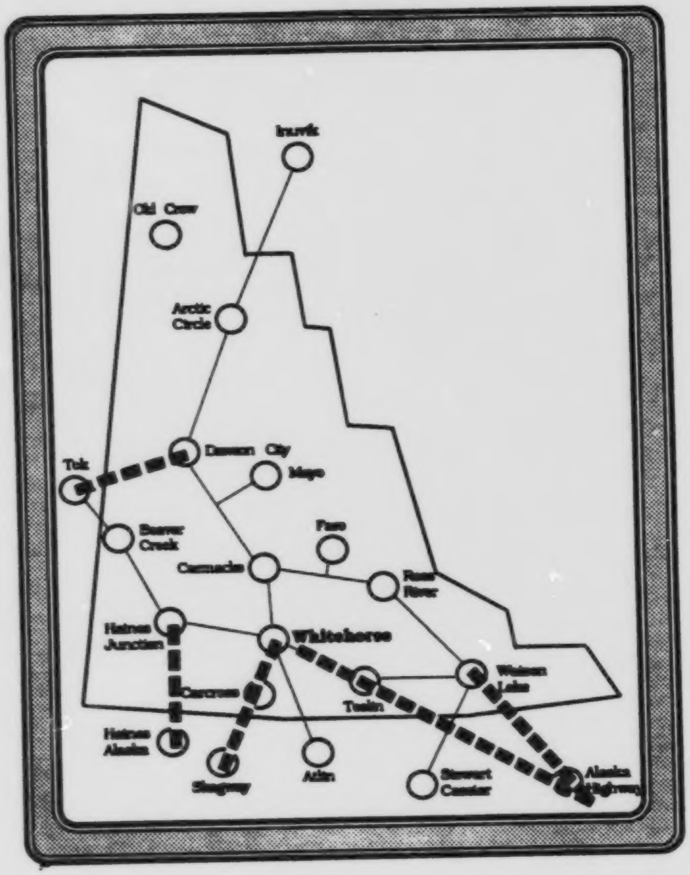
		TRIPS		
		One	Two	Three
TOTAL				
Parties	(no)	16,643	11,307	1,829
% of all parties	(%)	18.8%	12.8%	2.1%
Visitors	(no)	39,791	26,216	4,017
% of all visitors	(%)	20.5%	13.5%	2.1%
Expenditures	(no)	6,826,640	8,929,046	1,927,291
% of all expenditures	(%)	18.3%	23.9%	5.2%
AVERAGE				
Party size	(no)	2.4	2.3	2.2
Nights spent	(no)	3.3	7.5	20.6
Expenditure/visit	($)	397	796	1,065
Expenditure/person/night	($)	65	58	45
TYPICAL				
Expenditure/person/night	($)	52	50	37
PROFILE				
Origin of Party				
Canada	(%)	4	39	81
USA	(%)	95	57	9
Other	(%)	1	4	9
Mode of Last Exit				
Highway	(%)	95	88	83
Bus	(%)	5	11	13
Air	(%)	0	1	5
Purpose of Trip				
Business	(%)	4	0	3
Pleasure	(%)	92	98	94
Both	(%)	4	2	3
Expenditure/person/night				
$1 to $25	(%)	20	20	35
$25 to $50	(%)	35	38	40
$50 to $75	(%)	24	21	14
$75 to $100	(%)	9	11	5
$100+	(%)	12	10	6

Note: *For tables with numbers of parties less than 5% of the total number of parties, use values as approximations only.*

TWOWAY TRIP PATHWAYS: Part 2
Yukon Visitor Exit Survey

		TRIPS (continued)			
		Four	Five	Six	Seven
TOTAL					
Parties	(no)	1,321	703	596	544
% of all parties	(%)	1.5%	0.8%	0.7%	0.6%
Visitors	(no)	3,551	1,814	1,523	1,526
% of all visitors	(%)	1.8%	0.9%	0.8%	0.8%
Expenditures	(no)	1,097,867	727,701	79,345	181,826
% of all expenditures	(%)	2.9%	2.0%	0.2%	0.5%
AVERAGE					
Party size	(no)	2.7	2.6	2.6	2.8
Nights spent	(no)	5.5	10.2	1.0	3.5
Expenditure/visit	($)	828	981	135	351
Expenditure/person/night	($)	70	67	49	61
TYPICAL					
Expenditure/person/night	($)	51	68	39	52
PROFILE					
Origin of Party					
Canada	(%)	9	17	0	0
USA	(%)	75	61	100	96
Other	(%)	16	22	0	4
Mode of Last Exit					
Highway	(%)	60	70	100	82
Bus	(%)	24	0	0	18
Air	(%)	16	30	0	0
Purpose of Trip					
Business	(%)	2	8	20	17
Pleasure	(%)	90	92	68	68
Both	(%)	8	0	12	14
Expenditure/person/night					
$1 to $25	(%)	22	36	46	34
$25 to $50	(%)	40	17	32	14
$50 to $75	(%)	8	10	12	21
$75 to $100	(%)	10	16	2	13
$100+	(%)	20	21	8	19

Border Visit Pathways


Inuvik
Old Crow
Arctic Circle
Dawson City
Tok
Mayo
Beaver Creek
Faro
Carmacks
Ross River
Haines Junction
Whitehorse
Watson Lake
Carcross
Teslin
Haines Alaska
Skagway
Atlin
Stewart Cassiar
Alaska Highway

BORDER VISIT PATHWAYS: Part 1
Yukon Visitor Exit Survey

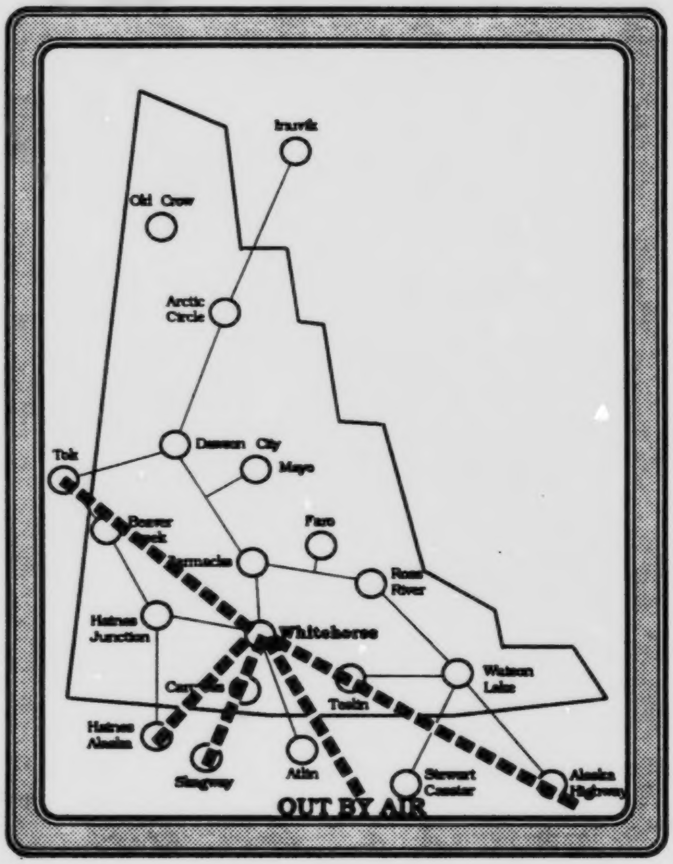
		TRIPS			
		One	Two	Three	Four
TOTAL					
Parties	(no)	6,761	3,737	2,888	2,372
% of all parties	(%)	7.6%	4.2%	3.3%	2.7%
Visitors	(no)	13,169	5,151	6,171	6,345
% of all visitors	(%)	6.8%	2.7%	3.2%	3.3%
Expenditures	(no)	247,047	2,320,605	1,631,003	650,726
% of all expenditures	(%)	0.7%	6.2%	4.4%	1.7%
AVERAGE					
Party size	(no)	2.0	1.4	2.1	2.7
Nights spent	(no)	0.0	9.3	8.5	2.0
Expenditure/visit	($)	37	513	584	292
Expenditure/person/night	($)	18	89	61	74
TYPICAL					
Expenditure/person/night	($)	14	77	42	50
PROFILE					
Origin of Party					
Canada	(%)	1	73	76	0
USA	(%)	99	17	21	94
Other	(%)	0	10	2	6
Mode of Last Exit					
Highway	(%)	0	0	96	100
Bus	(%)	100	0	4	0
Air	(%)	0	100	0	0
Purpose of Trip					
Business	(%)	0	46	5	2
Pleasure	(%)	100	47	90	94
Both	(%)	0	6	5	4
Expenditure/person/night					
$1 to $25	(%)	92	27	39	23
$25 to $50	(%)	5	12	27	36
$50 to $75	(%)	3	14	18	14
$75 to $100	(%)	0	16	6	12
$100+	(%)	1	31	10	15

Note: *For tables with numbers of parties less than 5% of the total number of parties, use values as approximations only.*

BORDER VISIT PATHWAYS: Part 2
Yukon Visitor Exit Survey

		TRIPS(continued)		
		Five	Six	Seven
TOTAL				
Parties	(no)	1,100	930	144
% of all parties	(%)	1.2%	1.1%	0.2%
Visitors	(no)	1,714	2,116	444
% of all visitors	(%)	0.9%	1.1%	0.2%
Expenditures	(no)	1,181,309	155,404	24,869
% of all expenditures	(%)	3.2%	0.4%	0.1%
AVERAGE				
Party size	(no)	1.6	2.3	3.1
Nights spent	(no)	23.7	1.3	1.5
Expenditure/visit	($)	1,171	187	197
Expenditure/person/night	($)	66	71	68
TYPICAL				
Expenditure/person/night	($)	41	47	37
PROFILE				
Origin of Party				
Canada	(%)	63	81	0
USA	(%)	14	15	100
Other	(%)	23	4	0
Mode of Last Exit				
Highway	(%)	0	100	100
Bus	(%)	0	0	0
Air	(%)	100	0	0
Purpose of Trip				
Business	(%)	30	12	15
Pleasure	(%)	62	87	85
Both	(%)	7	1	0
Expenditure/person/night				
$1 to $25	(%)	39	38	57
$25 to $50	(%)	25	22	9
$50 to $75	(%)	9	24	11
$75 to $100	(%)	7	2	10
$100+	(%)	20	14	12

Air Departure Pathways


Inuvik
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Arctic Circle
Dawson City
Tok
Mayo
Beaver Creek
Faro
Carmacks
Ross River
Haines Junction
Whitehorse
Carcross
Teslin
Watson Lake
Haines Alaska
Skagway
Atlin
Stewart Cassiar
Alaska Highway
OUT BY AIR

AIR DEPARTURES PATHWAYS
Yukon Visitor Exit Survey

		TRIPS			
		One	Two	Three	Four
TOTAL					
Parties	(no)	950	402	312	64
% of all parties	(%)	1.1%	0.5%	0.4%	0.1%
Visitors	(no)	1,861	571	628	156
% of all visitors	(%)	1.0%	0.3%	0.3%	0.1%
Expenditures	(no)	932,404	317,157	175,748	18,239
% of all expenditures	(%)	2.5%	0.9%	0.5%	0.0%
AVERAGE					
Party size	(no)	2.0	1.4	2.0	2.4
Nights spent	(no)	11.2	18.0	3.0	2.6
Expenditure/visit	($)	868	973	454	285
Expenditure/person/night	($)	70	76	151	44
TYPICAL					
Expenditure/person/night	($)	63	50	152	44
PROFILE					
Origin of Party					
Canada	(%)	52	75	20	5
USA	(%)	17	23	60	95
Other	(%)	31	2	21	0
Mode of Last Exit					
Highway	(%)	0	0	0	0
Bus	(%)	0	0	0	0
Air	(%)	100	100	100	100
Purpose of Trip					
Business	(%)	9	46	2	5
Pleasure	(%)	87	41	98	85
Both	(%)	4	13	0	10
Expenditure/person/night					
$1 to-$25	(%)	21	40	0	23
$25 to $50	(%)	20	11	0	51
$50 to $75	(%)	16	7	3	26
$75 to $100	(%)	26	16	2	0
$100+	(%)	18	25	95	0

Note: *For tables with numbers of parties less than 5% of the total number of parties, use values as approximations only.*

Selected Topics

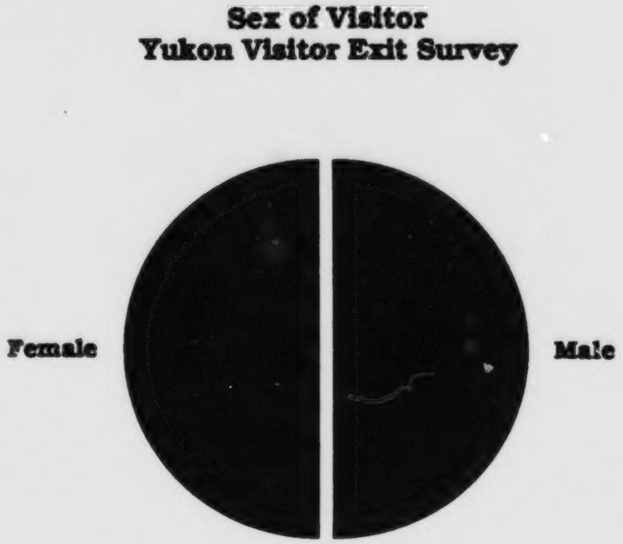
The following provides an overview of basic information regarding the visitors to the Yukon during the survey period. This information is ordered by "Demographic", "Place of Origin", "Mode/Vehicle of Exit", "Travel Expenditures", and "Regional Visitation" data. All data is supported by basic tabulations. Detailed analysis of this data is available on request for appropriate research.

Demographics

Sex representation within the visitors to the Yukon was virtually identical. With a very small non-response of 0.5%, the number of male visitors was slightly higher than the number of females during the survey period. A total of 96,950 (50.1%) males visited compared to 95,790 (49.5%) females.

Greater variation was exhibited in the age distribution. A total of 8.4% (16,255) of visitors were under the age of 15 years, 2.7% between 15 and 19 years, and 8.5% between 20 and 29 years. The largest age group of visitors was in the 40 to 69 years of age, this included 22,060 (11.4%) person 40 to 49 years, 28,834 (14.9%) persons between 50 and 59 years, and 57,995 (30.6%) persons between 60 and 69 years. A total of 19,158 person (9.9%) were the age 70 to 74 and 7,935 persons were equal to or greater than the age of 75 years.

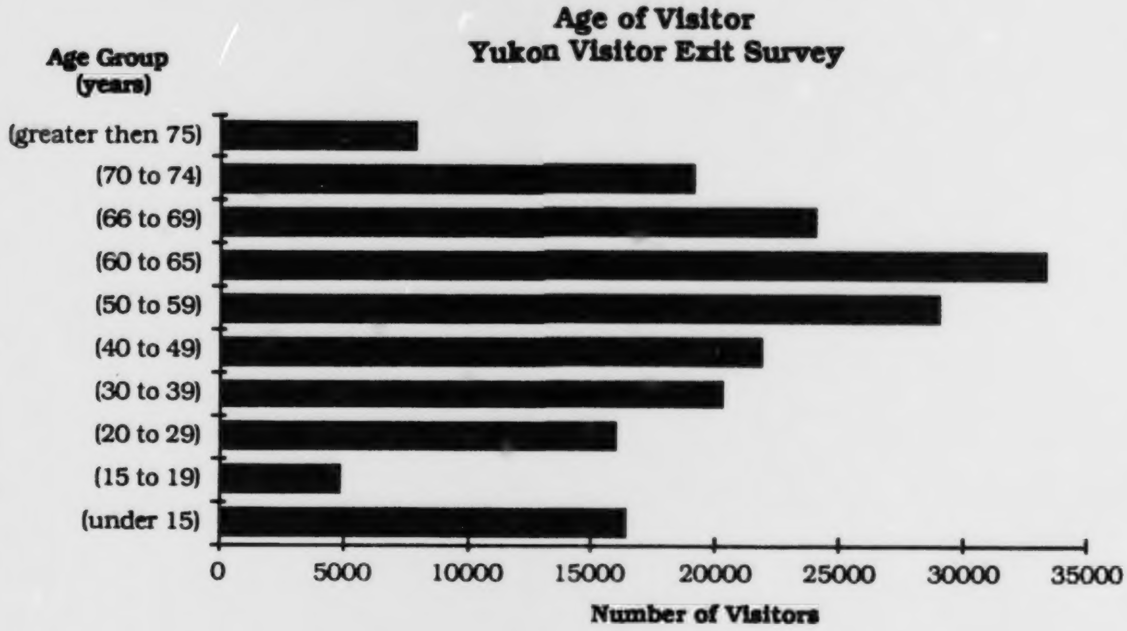
Demographic Tables



ALL TRAVEL PARTIES: by Sex of Visitor

	Number	Percent
Male	96,950	50.1
Female	95,790	49.5
Missing	776	0.5

Demographic Tables



Age of Visitor
Yukon Visitor Exit Survey

ALL TRAVEL PARTIES: by Age of Visitor

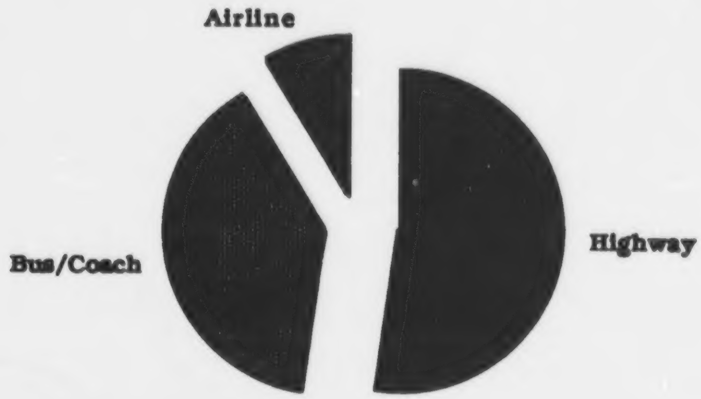
	Number	Percent
under 15	16,255	8.4
15 to 19	5,225	2.7
20 to 29	16,449	8.5
30 to 39	20,513	10.6
40 to 49	22,060	11.4
50 to 59	28,834	14.9
60 to 65	33,284	17.2
66 to 69	23,995	12.4
70 to 74	19,158	9.9
75+	7,935	4.1

Mode/Vehicle of Exit

"Mode of Last Exit" refers to the type of transportation a party used at the time they exited the Yukon for the last time. As an Exit Survey only those visitors that were exiting from the Yukon for the last time on their return to point of origin were surveyed.

Persons who exited by private vehicle accounted for 59% of all visitors. This represented 114,094 individuals or 46,590 parties. This type of mode collectively spent $22,499,538 or 60% of all expenditures. Bus and Coach travellers amounted to 67,715 individuals, or 35% of all visitors; this translates into 34,332 parties visiting the Yukon. This mode spent a total of $8,709,527 while in the Yukon.

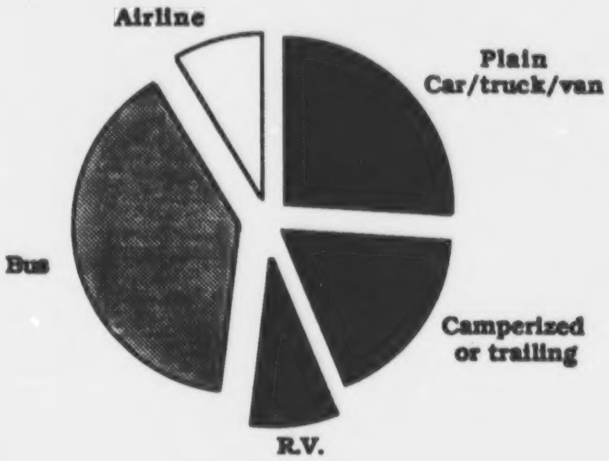
Mode of Last Exit Tables


Mode of Exit
Yukon Visitor Exit Survey

	Traveller Information				Amount Spent in YUKON	
	Total Parties	%	Total Visitors	%	Total Spent	%
Total	88455	100	193708	100	37287111	100
Mode of Last Exit						
Highway	46590	53	114094	59	22499538	60
Bus/Coach	34332	39	67715	35	8709527	23
Airline	7533	9	11899	6	6078046	16

Mode of Last Exit Tables

Vehicle of Exit
Yukon Visitor Exit Survey



	Traveller Information				Amount Spent in YUKON	
	Total Parties	%	Total Visitors	%	Total Spent	%
Total	88455	100	193708	100	37287111	100
Exit by Vehicle						
plain car/truck/van	22845	26	54618	28	10067545	27
camperized or trailing	15624	18	37526	19	8179642	22
recreational vehicle	7706	9	21159	11	4132106	11
bicycle/walking/other	415	0	791	0	120245	0
exit by bus	34332	39	67715	35	8709527	23
exit by air	7533	9	11899	6	6078046	16

Place of Origin

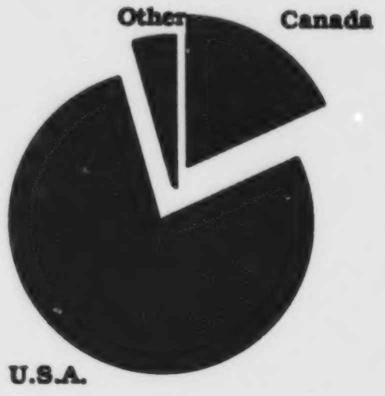
The predominant origin of visitors to the Yukon during the survey period was from the U.S.A. Seventy-nine percent of all individuals visiting the Yukon were from this country which represented 152,845 individuals or 68,544 parties. American's spent 63% of all expenditures during this period, or just over 23,000,000.

Canadians accounted for 17% of total individuals (33,152) and 18% of the visiting parties (16,158) to the Yukon. Although only 17% of the total in numbers, this group spent 31% of the total expenditures during the survey.

Visitors from other countries amounted to 4% of the total, or 7,711 individuals and 3,753 parties. This group spent 6% of total expenditures or $2,219,489.

Country of Origin Table

Place of Origin
Yukon Visitor Exit Survey



Travel Party Information: BY COUNTRY OF ORIGIN

			Traveller Information		Amount Spent in YUKON	
	Total Parties	per-cent	Total Visitors	per-cent	Total Spent	per-cent
Total	88455	100	193708	100	37287111	100
Country of Origin						
CANADA	16158	18	33152	17	11744467	31
U.S.A.	68544	77	152845	79	23323155	63
Other	3753	4	7711	4	2219489	6

Travel Expenditures

Total expenditures of all visitors to the Yukon amounted to over $37,000,000. This value represents "total out-of-pocket" expenditures while in the Yukon. It excludes transportation costs to and from the Yukon and it excludes pre-paid expenditures associated with package tours. The costs of package trips is both difficult for the individual traveller to estimate and for analysis to properly allocate. Differential trip costs (air, boat and bus), profit distribution, and operating costs cannot accurately be identified within a geographic boundary. As such these costs are excluded from the scope of the survey and must be recognized and estimated separately.

Only 17% of visiting parties spent less than $100, while the largest proportion (58%) spent between $100 and $500. Another 17% spent between $501 and $1,000. A small proportion (8%) spent over $1,000 while in the Yukon.

Approximately 33% of expenditures in the Yukon by visitors were for the purchase of transportation related goods and services. These costs include repairs, gas, maintenance, and other related expenditures. A large number of individuals spent little on this type of expenditure. This situation indicates the large number of bus travellers to the Yukon who would have all transportation related expenditures included in their packaged trip.

Approximately $166,000 was spent on "local transportation", or less than one-half of a percent of the total. This expenditure type includes taxis and local bus fares.

Most visitors spent between $50 and $500 on accommodations while in the Yukon. Accommodation costs are related to the length of stay while in the Yukon. A large number of persons spent very little while here, again reflecting the short length of stay of many "One-Way" and "Border Visits" travellers. All those who visited for less than a day, and those who passed through each way in less than a day (Tok to Haines, Haines to Tok) are included and consequently spent little on this category. It should also be recognized that a large number of individuals camp, visit with friends and relatives or park R.V.s (motor homes) in areas that do not require expenditures.

Expenditures on food and beverages from stores amounted to over $3,500,000 or %10 of the total compared to $5,500,000 spent in restaurants (almost 15%). Combined, these expenditures accounted for almost 25% of all visitor expenditures in the Yukon during the survey period. Only 18% of the parties spent less than $10 in restaurants compared to 58% who purchased less than $10 worth of goods in food stores. Both numbers reflect the large proportion of persons who spend limited time in the Yukon.

Recreation and entertainment accounted for $2,200,000 or almost 6% of the total amount of expenditures in the Yukon by visitors. The majority of visitors spent between $10 and $50 while in the Yukon on this expenditure category. Many individuals spent very little. Forty-seven percent of all visitors spent less than $10 while in the Yukon.

Almost 9% of all expenditures by visitors were associated with "other retail" costs. This category includes predominantly souvenir items and amounted to 3,300,000 visitor dollars. "Other service" expenditures accounted for $860,000. This category represented expenditures on services such as barbers and other personal related activities while in the Yukon

Expenditure Tables

Travel Party Information: TOTAL EXPENDITURES in YUKON

			Traveller Information		Total Spent	
	Total Parties	perc-ent	Total Visitors	perc-ent	Total Spent	perc-ent
Total	88455	100	193708	100	37287111	100
Total Amount Spent in YUKON						
MISSING	19	0	38	0	.	.
LESS THAN $100	15207	17	27662	14	744844	2
$100 TO $500	51631	58	113244	58	13453497	36
$501 TO $1000	14822	17	36136	19	10356123	28
GREATER THAN $1000	6776	8	16628	9	12732647	34

Travel Party Information: TRANSPORTATION WITHIN YUKON

			Traveller Information		Total Spent	
	Total Parties	perc-ent	Total Visitors	perc-ent	Total Spent	perc-ent
Total	88455	100	193708	100	12422885	100
Transportation within Yukon						
MISSING	19	0	38	0	.	.
LESS THAN $10	37067	42	69849	36	2678	0
$10 TO $25	1934	2	4263	2	33970	0
$26 TO $50	6021	7	13785	7	255628	2
$51 TO $100	10796	12	25267	13	902014	7
GREATER THAN $100	32618	37	80506	42	11228595	90

Expenditure Tables

Travel Party Information: LOCAL TRANSPORTATION

			Traveller Information		Total Spent	
	Total Parties	perc-ent	Total Visitors	perc-ent	Total Spent	perc-ent
Total	88455	100	193708	100	166001	100
Local Transportation						
MISSING	67	0	214	0	.	.
LESS THAN $10	86323	98	190012	98	7498	5
$10 TO $25	1304	1	2089	1	18513	11
$26 TO $50	398	0	661	0	15093	9
$51 TO $100	130	0	294	0	9288	6
GREATER THAN $100	233	0	438	0	115610	70

Travel Party Information: ACCOMMODATION

			Traveller Information		Total Spent	
	Total Parties	perc-ent	Total Visitors	perc-ent	Total Spent	perc-ent
Total	88455	100	193708	100	9183289	100
Accommodation						
MISSING	19	0	38	0	.	.
LESS THAN $10	22555	25	48412	25	14706	0
$10 TO $25	8458	10	20380	11	146861	2
$26 TO $50	13155	15	27635	14	552394	6
$51 TO $100	20465	23	44312	23	1772937	19
GREATER THAN $100	23803	27	52931	27	6696392	73

Expenditure Tables

Travel Party Information: FOOD & BEVERAGES from STORES

			Traveller Information		Total Spent	
	Total Parties	percent	Total Visitors	percent	Total Spent	percent
Total	88455	100	193708	100	3567717	100
Food & Beverages from Stores						
MISSING	19	0	38	0	.	.
LESS THAN $10	49559	56	98798	51	21532	1
$10 TO $25	11613	13	25559	13	202780	6
$26 TO $50	9617	11	24558	13	387680	11
$51 TO $100	9515	11	23757	12	788888	22
GREATER THAN $100	8132	9	20998	11	2166838	61

Travel Party Information: FOOD & BEVERAGES from RESTAURANTS

			Traveller Information		Total Spent	
	Total Parties	percent	Total Visitors	percent	Total Spent	percent
Total	88455	100	193708	100	5523642	100
Food & Beverages from Restaurants						
MISSING	19	0	38	0	.	.
LESS THAN $10	16225	18	34972	18	23839	0
$10 TO $25	21689	25	44622	23	342429	6
$26 TO $50	21593	24	46444	24	872126	16
$51 TO $100	16032	18	36824	19	1286947	23
GREATER THAN $100	12897	15	30808	16	2998300	54

Expenditure Tables

Travel Party Information: RECREATION and ENTERTAINMENT

	Total Parties	perc-ent	Traveller Information Total Visitors	perc-ent	Total Spent Total Spent	perc-ent
Total	88455	100	193708	100	2217103	100
Recreation & Entertainment						
MISSING	19	0	38	0	.	.
LESS THAN $10	41459	47	93283	48	28930	1
$10 TO $25	26984	31	52152	27	438929	20
$26 TO $50	13301	15	31342	16	461743	21
$51 TO $100	4338	5	11442	6	352912	16
GREATER THAN $100	2354	3	5451	3	934590	42

Travel Party Information: OTHER EXPENSES - RETAIL

	Total Parties	perc-ent	Traveller Information Total Visitors	perc-ent	Total Spent Total Spent	perc-ent
Total	88455	100	193708	100	3346851	100
Other Expenses - Retail						
MISSING	19	0	38	0	.	.
LESS THAN $10	51241	58	109390	56	67645	2
$10 TO $25	14375	16	30857	16	233843	7
$26 TO $50	9154	10	20759	11	380178	11
$51 TO $100	6708	8	16140	8	564570	17
GREATER THAN $100	6958	8	16524	9	2100615	63

Expenditure Tables

Travel Party Information: OTHER EXPENSES - SERVICE

			Traveller Information		Total Spent	
	Total Parties	perc-ent	Total Visitors	perc-ent	Total Spent	perc-ent
Total	88455	100	193708	100	858797	100
Other Expenses - Service						
MISSING	52	0	137	0	.	.
LESS THAN $10	86910	98	190155	98	722	0
$10 TO $25	463	1	1192	1	8462	1
$26 TO $50	109	0	286	0	4787	1
$51 TO $100	91	0	171	0	6664	1
GREATER THAN $100	830	1	1767	1	838162	98

Regional Visitation

Of those persons who spent at least a night in the Yukon, 41% stayed in the Whitehorse and Southern Alaska Highway Area, 18% in Kluane and Northern Alaska Highway Area, 14% in the Watson Lake Area, and 16% in the Dawson City Area. The areas that visitors spend the greatest amount of time in are Whitehorse and Dawson City. Whitehorse attracted 46% of those persons staying 8 or more nights in an area while Dawson City attracted 17%.

Seventy-four percent of those persons staying in the Watson Lake Area stayed one night (20% 2 nights), while 62% of visitors staying overnight in Whitehorse and Southern Alaska Highway Area remained for one night (21% 2 nights, 6% 3 nights, 5% 4-5 nights, and 6% more than 5 nights). For those who were attracted to the Dawson City Area overnight, 30% stayed one night, 52% two nights and 10% three nights.

Most persons stopping in the Yukon stayed in Hotel/Motels (39%) followed by territorial camp grounds (21%), commercial camp grounds (13%) and R.V./motor home parks (10%).

DATA TABLES

REGIONAL VISITATION: % BY NUMBER OF NIGHTS

		NIGHTS SPENT IN REGION					
	Total Visitors %	1 NIGHT Visitors %	2 NIGHTS Visitors %	3 NIGHTS Visitors %	4-5 NIGHTS Visitors %	6-7 NIGHTS Visitors %	8 OR MORE NIGHTS Visitors %
Total	100	100	100	100	100	100	100
Region Visited							
WATSON LAKE AREA	14	18	11	5	8	7	2
WHITEHORSE/S. ALASKA HWY. AREA	41	42	34	44	55	57	46
CARCROSS/S. LAKES AREA	1	1	1	1	1	1	3
KLUANE/N. ALASKA HWY. AREA	18	23	14	8	8	12	7
CARMACKS AREA	2	3	1	2	1	7	4
CAMPBELL AREA	1	1	0	1	2	1	8
SILVER TRAIL AREA	1	2	1	1	2	2	5
DAWSON CITY AREA	16	8	33	29	16	11	17
DEMPSTER AREA	2	1	2	4	3	1	1
OLD CROW AREA	0	0	.	.	0	.	1
INUVIK N.W.T.	1	1	3	2	3	1	2
ATLIN B.C.	1	0	1	1	1	2	5

DATA TABLES

REGIONAL VISITATION: % BY REGION

		NIGHTS SPENT IN REGION					
	Total	1 NIGHT	2 NIGHTS	3 NIGHTS	4-5 NIGHTS	6-7 NIGHTS	8 OR MORE NIGHTS
	Visitors	Visitors	Visitors	Visitors	Visitors	Visitors	Visitors
	%	%	%	%	%	%	%
Total	100	60	25	6	4	2	3
Region Visited							
WATSON LAKE AREA	100	74	20	2	2	1	0
WHITEHORSE/S. ALASKA HWY. AREA	100	62	21	6	5	3	3
CARCROSS/S. LAKES AREA	100	64	18	7	4	1	8
KLUANE/N. ALASKA HWY. AREA	100	75	18	2	2	1	1
CARMACKS AREA	100	75	7	5	3	6	4
CAMPBELL AREA	100	52	11	8	6	1	22
SILVER TRAIL AREA	100	66	12	4	6	3	10
DAWSON CITY AREA	100	30	52	10	4	1	3
DEMPSTER AREA	100	45	27	16	8	1	2
OLD CROW AREA	100	27	.	.	20	.	53
INUVIK N.W.T.	100	30	49	8	8	1	3
ATLIN B.C.	100	37	23	10	7	5	18

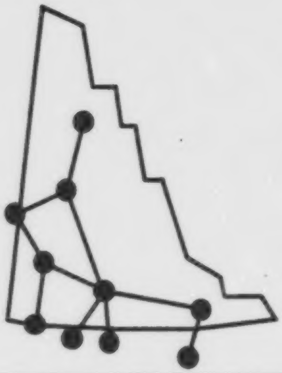
REGIONAL VISITATION: % BY ACCOMMODATION

	Total	Type of Accommodation									
		HOME OF FRIENDS/RELATIVES	RESORT/LODGE	COMMERCIAL COTTAGE/CABIN	TERRITORIAL CAMPGROUND	HOTEL/MOTEL	BED & BREAKFAST	OUTFITTER/OUTPOST	R.V. PARK	COMMERCIAL CAMPGROUND	OTHER
	Visitors	Visitors	Visitors	Visitors	Visitors	Visitors	Visitors	Visitors	Visitors	Visitors	Visitors
	%	%	%	%	%	%	%	%	%	%	%
Total	100	100	100	100	100	100	100	100	100	100	100
Region Visited											
WATSON LAKE AREA	14	7	9	28	13	8	9	19	21	26	16
WHITEHORSE/S. ALASKA HWY. AREA	42	60	11	12	24	58	66	29	41	38	26
CARCROSS/S. LAKES AREA	1	1	0	.	2	0	.	.	0	1	3
KLUANE/N. ALASKA HWY. AREA	19	4	77	26	26	13	.	19	13	16	23
CARMACKS AREA	2	2	.	12	6	0	3	.	1	0	5
CAMPBELL AREA	1	3	.	.	2	0	.	.	.	0	3
SILVER TRAIL AREA	1	3	.	.	3	0	.	.	0	1	5
DAWSON CITY AREA	16	11	2	16	17	17	22	5	23	13	11
DEMPSTER AREA	2	.	.	2	3	1	.	5	0	2	4
OLD CROW AREA	0	0	0	.	0	0	.	.	.	.	0
INUVIK N.W.T.	1	1	.	.	2	1	.	.	0	1	1
ATLIN B.C.	1	7	0	4	1	0	.	22	.	0	2

DATA TABLES

REGIONAL VISITATION: % BY REGION

	Total	Type of Accommodation									
		HOME OF FRIENDS/RELATIVES	RESORT/LODGE	COMMERCIAL COTTAGE/CABIN	TERRITORIAL CAMPGROUND	HOTEL/MOTEL	BED & BREAKFAST	OUTFITTER/OUTPOST	R.V. PARK	COMMERCIAL CAMPGROUND	OTHER
	Visitors	Visitors	Visitors	Visitors	Visitors	Visitors	Visitors	Visitors	Visitors	Visitors	Visitors
	%	%	%	%	%	%	%	%	%	%	%
Total	100	4	2	0	21	39	0	0	10	13	10
Region Visited											
WATSON LAKE AREA	100	2	1	1	20	24	0	0	15	25	12
WHITEHORSE/S. ALASKA HWY. AREA	100	5	1	0	12	54	0	0	10	12	6
CARCROSS/S. LAKES AREA	100	3	1	.	41	10	.	.	3	16	25
KLUANE/N. ALASKA HWY. AREA	100	1	10	0	30	27	.	0	7	12	13
CARMACKS AREA	100	4	.	2	57	8	0	.	4	2	24
CAMPBELL AREA	100	12	.	.	38	19	.	.	.	0	31
SILVER TRAIL AREA	100	9	.	.	49	3	.	.	2	7	32
DAWSON CITY AREA	100	3	0	0	22	41	0	0	15	11	7
DEMPSTER AREA	100	.	.	0	35	29	.	0	1	15	20
OLD CROW AREA	100	9	11	.	9	11	.	.	.	.	60
INUVIK N.W.T.	100	2	.	.	38	34	.	.	2	12	11
ATLIN B.C.	100	35	1	2	15	14	.	2	.	4	27



Detailed Tables

Detailed Tables

All Travel Parties: BY YUKON NIGHTS

	Total Parties	Perc-ent	Traveller Information		Amount Spent in YUKON	
			Total Visitors	Perc-ent	Total Spent	Perc-ent
Total	88455	100	193708	100	37287111	100
Total Nights						
missing	7389	8	16391	8	6650232	18
ZERO NIGHTS	10053	11	20927	11	712409	2
1 - 3 NIGHTS	21740	25	45425	23	3951876	11
4 - 6 NIGHTS	35769	40	81335	42	14611847	39
7 - 14 NIGHTS	10387	12	24453	13	7236840	19
15 OR MORE NIGHTS	3117	4	5177	3	4123906	11

All Travel Parties: BY ALASKA NIGHTS

	Total Parties	Perc-ent	Traveller Information		Amount Spent in YUKON	
			Total Visitors	Perc-ent	Total Spent	Perc-ent
Total	88455	100	193708	100	37287111	100
Total Nights						
missing	10060	11	24435	13	5298873	14
ZERO NIGHTS	19498	22	40985	21	7045750	19
1 - 3 NIGHTS	24287	27	52505	27	10264386	28
4 - 6 NIGHTS	11452	13	25639	13	4224014	11
7 - 14 NIGHTS	12516	14	27020	14	5301065	14
15 OR MORE NIGHTS	10642	12	23124	12	5153023	14

Note: *For tables with numbers of parties less than 5% of the total number of parties, use values as approximations only.*

Detailed Tables

All Travel Parties: BY TOTAL NIGHTS

			Traveller Information		Amount Spent in YUKON	
	Total Parties	Percent	Total Visitors	Percent	Total Spent	Percent
Total	88455	100	193708	100	37287111	100
Total Nights						
missing	20372	23	44171	23	9083736	24
ZERO NIGHTS	204	0	293	0	19268	0
1 - 3 NIGHTS	3497	4	7394	4	706796	2
4 - 6 NIGHTS	8261	9	19494	10	2575247	7
7 - 14 NIGHTS	23550	27	47827	25	5060447	14
15 OR MORE NIGHTS	32571	37	74529	38	19841617	53

Detailed Tables

All Travel Parties: BY MAIN DESTINATION

			Traveller Information		Amount Spent in YUKON	
	Total Parties	Perc-ent	Total Visitors	Perc-ent	Total Spent	Perc-ent
Total	88455	100	193708	100	37287111	100
Main Destiantion						
missing	907	1	1969	1	604005	2
YUKON LOCATIONS	17260	20	36731	19	12309992	33
ALASKA LOCATIONS	32176	36	67794	35	8864612	24
CANADIAN PROV.	2408	3	4896	3	1540825	4
U.S. STATE	35116	40	81165	42	13753941	37
OTHER COUNTRY	588	1	1153	1	213737	1

All Travel Parties: BY PURPOSE

			Traveller Information		Amount Spent in YUKON	
	Total Parties	Perc-ent	Total Visitors	Perc-ent	Total Spent	Perc-ent
Total	88455	100	193708	100	37287111	100
PRIMARY PURPOSE of VISIT						
missing	1014	1	2376	1	405370	1
VISIT FRIEND/RELATIVES	3454	4	7493	4	1335205	4
PERSONAL/VACATION	71505	81	158310	82	29804347	80
SPORTS RELATED	138	0	353	0	132689	0
CONVENTIONS/CONFERENCES	397	0	661	0	201275	1
BUSINESS/EMPLOYMENT	11947	14	24515	13	5408226	15

Detailed Tables

Travel Party Information: by Weather Conditions

			Traveller Information		Amount Spent in YUKON	
	Total Parties	percent	Total Visitors	percent	Total Spent	Percent
Total	88455	100	193708	100	37287111	100
Weather Conditions						
missing	18	0	30	0	7638	0
clear	27165	31	60196	31	10523347	28
cloudy	37092	42	80147	41	16673483	45
overcast	15821	18	34589	18	7115002	19
rain/snow	6304	7	13590	7	2264195	6
variable	2055	2	5156	3	703446	2

Travel Party Information: by Month

			Traveller Information		Amount Spent in YUKON	
	Total Parties	percent	Total Visitors	percent	Total Spent	Percent
Total	88455	100	193708	100	37287111	100
Month						
June	17907	20	39419	20	6959272	19
July	30211	34	66997	35	13268634	36
August	28332	32	62243	32	12000869	32
September	12005	14	25049	13	5058337	14

Detailed Tables

TRAVEL PARTY INFORMATION: BY HOUSEHOLD

	Total Parties	Traveller Information		Amount Spent in YUKON	
		Total Visitors	Perc-ent	Total Spent	Perc-ent
Total	88455	193708	100	37287111	100
Number of Households					
Missing	2122	2400	1	792403	2
ONE	70153	141905	73	28052015	75
TWO	13328	36871	19	6249126	17
THREE	2156	8755	5	1460908	4
FOUR	408	1966	1	355071	1
FIVE +	288	1811	1	377588	1

Travel Party Information: BY NUMBER IN PARTY

	Total Parties	Perc-ent	Amount Spent in YUKON	
			Total Spent	Perc-ent
Total	88455	100	37287111	100
Traveller Information				
1 PERSON	16906	19	5816932	16
2 PEOPLE	54609	62	21508658	58
3 TO 5 PEOPLE	15467	17	9079326	24
6 TO 9 PEOPLE	1422	2	865000	2
10 PLUS PEOPLE	51	0	17195	0

Detailed Tables

Travel Party Information: by Survey Site Location

			Traveller Information		Amount Spent in YUKON	
	Total Parties	PERC-ENT	Total Visitors	perc-ent	Total Spent	Perc-ent
Total	88455	100	193708	100	37287111	100
Survey Site						
hwy: Watson Lake S.	21434	24	52094	27	10585911	28
hwy: Cassiar	12643	14	28723	15	7531522	20
hwy: Bove Island	2182	2	6069	3	1621308	4
hwy: Kathleen Lake	2893	3	7100	4	974907	3
hwy: Kluane Lake	5900	7	15510	8	1242527	3
hwy: Dawson TOP	4131	5	11183	6	1849603	5
hwy: Dawson DEM	163	0	363	0	95291	0
bus: Whitehorse charter	19031	22	37125	19	4513979	12
bus: Carcross charter	6832	8	13199	7	264558	1
bus: Whitehorse commercial	712	1	896	0	264846	1
bus: Dawson	5001	6	9547	5	2264613	6
air: Whitehorse	7533	9	11899	6	6078046	16

DATA TABLES

WAS THIS TRIP PART of a PACKAGE?

			Part of a Package Trip?					
	Total		missing		Yes		No	
	T_PARTY		T_PARTY		T_PARTY		T_PARTY	
	Parties	%	Parties	%	Parties	%	Parties	%
Total	88455	100	1056	100	33161	100	54238	100
Mode of LAST EXIT								
HIGHWAY	46590	53	810	77	1704	5	44076	81
BUS/COACH	34332	39	192	18	30497	92	3643	7
AIRLINE	7533	9	54	5	960	3	6519	12

WAS THIS TRIP PART of a PACKAGE?

			Part of a Package Trip?					
	Total		missing		Yes		No	
	T_PARTY		T_PARTY		T_PARTY		T_PARTY	
	Parties	%	Parties	%	Parties	%	Parties	%
Total	88455	100	1056	1	33161	37	54238	61
Mode of LAST EXIT								
HIGHWAY	46590	100	810	2	1704	4	44076	95
BUS/COACH	34332	100	192	1	30497	89	3643	11
AIRLINE	7533	100	54	1	960	13	6519	87

DATA TABLES

DURING YOUR TRIP where did you try to obtain travel info?
(multiple responses possible)

	T_PA-RTY
	%
Total	100
Obtain information ...	
from a travel agent	2
from an auto club	1
from a Chamber of Commerce	2
from the Yukon Government	62
by word of mouth	19
other sources	14

DURING YOUR TRIP did you try to obtain travel info?

	T_PARTY	
	Parties	%
Total	88455	100
Try to obtain information		
missing	795	1
Yes	44058	50
No	43602	49

DATA TABLES

All Travel Parties: BY WHEN DECISION MADE TO COME TO YUKON

			Traveller Information		Amount Spent in YUKON	
	Total Parties	perc-ent	Total Visitors	perc-ent	Total Spent	perc-ent
TOTAL	88455	100	193708	100	37287111	100
When was decision made to visit YUKON						
missing	5402	6	12625	7	2887744	8
Less than ONE MONTH	11240	13	25611	13	4107978	11
3 to 5 MONTHS	17180	19	35309	18	6887581	18
6 to 12 MONTHS	21723	25	48342	25	8754373	23
13 to 24 MONTHS	28917	33	62856	32	12418856	33
More then 24 MONTHS	3993	5	8965	5	2230580	6

DATA TABLES

IN PLANNING YOUR TRIP did you try to obtain travel info?

	T_PARTY	
	Parties	%
Total	88455	100
Try to obtain information		
missing	1157	1
Yes	45405	51
No	41893	47

In PLANNING YOUR TRIP where did you try to obtain travel info?
(multiple responses possible)

	T_PARTY
	%
Total	100
Obtain information ...	
from a travel agent	21
from an auto club	12
from the Yukon Pavillion at Expo86	3
from a Chamber of Commerce	7
from the Yukon Government	13
by word of mouth	10
from a newspaper/magazine ad	8
from a travel show	1
other sources	24

Appendix I
Forms

Form A:

Yukon

Executive Council Office
Bureau of Statistics

1987 Yukon Visitor Exit Survey

Highway Form

Form Code

Site ________ ☐☐

Date ☐ (day) 6 7 8 9 (month) ☐

Stint	morning	1	☐
	afternoon	2	
	evening	3	

Weather	clear	1	☐
	cloudy	2	
	overcast	3	
	rain/snow	4	
	variable	5	

Interviewer Initials ☐

Stint Supervisor check ☐

Refusal 1 ☐

Vehicle Type ☐☐

car or station wagon without trailer	01
car or station wagon with trailer	02
pick-up truck without camper	03
pick-up truck with camper	04
standard van	05
camperized van	06
motor home/R.V.	07
motorcycle	08
bicycle	09
walking	10
other	11

Licence Prov/State ________ ☐☐

"Hello, thank you for stopping. I am ________________ from Tourism Yukon. We are surveying tourists leaving the Yukon to enable the Yukon Government and the tourism industry to better serve visitors to our territory. The responses to the survey will be used to develop marketing strategies to plan facilities and attractions in the future. The survey will take about 10 to 15 minutes of your time."

"I would like to begin the interview by asking you some general questions about you and your travel party."

1. What country are you from? ☐☐☐

(If from Canada ask for prov.) Canada Prov. ________ 1

(If from U.S.A. ask for state) U.S.A. state ________ 2

other country ________ 3

2. How many people including yourself are travelling together (sharing expenses, experiences or decisions)? ________ ☐☐☐

(If only 1 person in vehicle skip to question 4)

3. How many different households are represented in this party? ________ ☐☐☐

(starting with the driver and then systematically for each person in the travel party, ask them their age...fill in the sex by observation.)

...over

...continued

4. How many people in your travel party are in each of these age categories?

(Are they male or female?)

(If respondent unwilling to give age ask if they will give age category from age card. Show age card.)

(If still refuse then guess)

	male	female
under 15	____	____
15 to 19	____	____
20 to 29	____	____
30 to 39	____	____
40 to 49	____	____
50 to 59	____	____
60 to 65	____	____
66 to 69	____	____
70 to 74	____	____
75 +	____	____

age	sex
☐	☐
☐	☐
☐	☐
☐	☐
☐	☐
☐	☐
☐	☐
☐	☐

5. Are you (and your party) travelling primarily for business or for pleasure? ☐

business 1
pleasure 2
both 3

(If for business or both ask...)
(hand card business side up)

Which of the reasons listed on this card best describes the primary purpose of this trip? ☐☐

employment 1
convention/conference 2
other business 3

(If for pleasure or both ask...)
(hand card pleasure side up)

Which of the reasons listed on this card best describes the primary purpose of this trip? ☐☐

vacation/holiday 1
personal reasons 2
visit/friends/relations 3
participating in sports 4
attending sports 5
outdoor recreations 6
other reasons 7

6. Do you (and your party) intend to return to the Yukon before returning home? ☐

yes 1
no 2
not sure 3

(If YES then say "thank you for your time and cooperation in responding to our survey". END)

(If NO or NOT SURE then say...)

"The next two questions concern your entire trip."

7. Thinking about your entire trip since leaving home, what was your main destination?
(If more than one destination, enter name of place farthest away from home) ____________________ ☐☐

8. In total, how many nights have you been away from home? ________ ☐☐☐

9. How many of these ___ nights, did you spend in the Yukon? ________ ☐☐☐

How many of these ___ nights, did you spend in Alaska? ________ ☐☐☐

...over

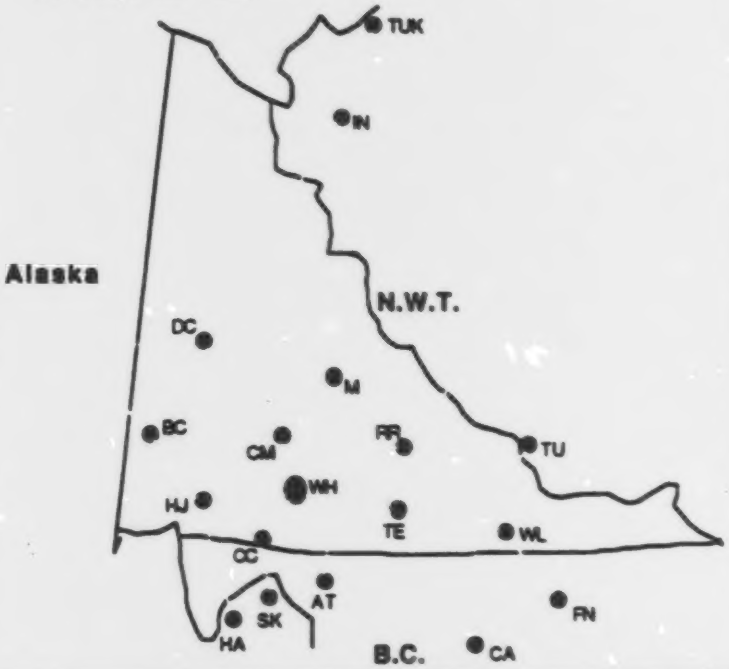
...continued

"Now I would like for you to think about your trip through the Yukon (hand map to driver). *This is a map of the Yukon. On the map you will see that we have marked Yukon's highways, and major centres. We have also included the 10 tourist zones which are areas that we use to describe the Yukon. My first questions concern where you have travelled in the Yukon."*

10. I would like to trace on the map the highway route or route(s) you have travelled.

(probes: where did you first enter the Yukon?
where did you travel to next?...)

(include arrows (⟶ ⟶ ⟶) to indicate the direction travelled, an (E) to mark the point entered the Yukon for the first time, and an (X) to mark the point exited the Yukon for the last time. If entered the Yukon by air, please mark this point with an (AE).)



11. Using this map as a reference, would you tell me if you (and your party) visited the following tourist areas?

(turn the page and read the name of each tourist area)

...over

...question 11 continued

(read the name of the tourist zone and record visit below)

(for each of the tourist zones visited ask...)

11(a). How many nights did you spend in ________________ ?

(read the area visited)
(repeat for each area visited and record below)

(for those zones in which one or more nights were spent show the accommodation card and ask...)

11(b). Please look at the accommodation card. What type of accommodation did you mainly use in ________________ .

(read area overnighted)
(repeat for each area visited overnight and record below)

11(c). Would you happen to recall the name of the place that you stayed (or visited with friends or relatives) in ________________ ?

(read area overnighted)
(repeat for each area visited overnight and record below)

	VISITED yes	 no	NIGHTS	ACCOMMODATION	LOCATION OR PLACE		
1. Watson Lake Area	1	2					
2. Whitehorse/Teslin	1	2					
3. Carcross/Tagish	1	2					
4. Beaver Creek/Kluane	1	2					
5. Carmacks Area	1	2					
6. Ross River Area	1	2					
7. Mayo Area	1	2					
8. Dawson Area	1	2					
9. Dempster Area	1	2					
10. Old Crow Area	1	2					
11. Inuvik N.W.T.	1	2					
12. Atlin B.C.	1	2					

accommodation codes

01 home of friends/relatives
02 resort/lodge
03 commercial cottage/cabin
04 territorial campground
05 hotel/motel
06 bed and breakfast
07 outfitter/outpost
08 R.V. Park
09 commercial campground
10 other(specify ________________)

...over

...continued

"To answer the next questions I would like you to think back to the planning and preparation you (and your party) went through before you began your visit to the Yukon."

12. When was the decision made to visit the Yukon? ____________ ☐☐

(**probes:**
Was the decision made within the last two years?
Was the decision made within the last year?
Was the decision made within the last 6 months?
Was the decision made during your trip?)

13. In planning your trip, did you (or any member of your party) try to obtain travel information about the Yukon?

yes	1	☐
no(skip to 14)	2	

(**If YES then ask...**)
Did you obtain this information:
(**read each**)

	YES	NO	
from a travel agent;	1	2	☐
from an auto club;	1	2	☐
from the Yukon Pavilion at Expo '86;	1	2	☐
from a Chamber of Commerce;	1	2	☐
from the Yukon Government;	1	2	☐
by word of mouth;	1	2	☐
from a newspaper or magazine advertisement;	1	2	☐
or from a travel show;	1	2	☐
other (please specify: ____________)	1	2	☐

14. During your trip, did you (or any member of your party) try to obtain travel information about the Yukon?

yes	1	☐
no(skip to 15)	2	

(**If YES then ask...**)
Did you obtain this information:
(**read each**)

	YES	NO	
from a travel agent;	1	2	☐
from an auto club;	1	2	☐
from a Chamber of Commerce;	1	2	☐
from the Yukon Gov't. Visitor Reception Centre	1	2	☐
by word of mouth;	1	2	☐
other (please specify: ____________)	1	2	☐

...over

...continued

15. Was this trip part of a package, where your travel expenses such as air fare, bus transportation, or accommodation, were paid for in whole or in part before arriving in the Yukon?

yes	1	☐
no(skip to 16)	2	

(If YES, then ask specifically about the prepaid costs)

Were destinations other than the Yukon included in the package cost?

yes	1	☐
no	2	

What was the approximate cost of the total package? ________ ☐☐☐☐

What did the package include? (read each)

	yes	no	
air fare	1	2	☐
ground transportation	1	2	☐
accommodation	1	2	☐

Would you happen to know the approximate cost, prepaid, for the Yukon portion of the package?

yes	1	☐
no	2	

(If YES, then ask...)

What was the approximate cost of the Yukon portion of the package? ________ ☐☐☐☐

16. Now please look at the expenses card (show expense card) and give your best estimate of all the spending while in the Yukon by your party, in each of these categories. Remember to include all spending in the Yukon whether paid for by cash, travellers cheque or credit card.

Please don't include (any prepaid expenses or) spending in Alaska or British Columbia, or the cost of transportation to or from the Yukon.

(read each category)	Amount Spent in Yukon	
Transportation to and from destinations within the Yukon (including repairs, gas, maintenance and other)	________	☐☐☐☐
Local transportation (i.e., taxi, bus, etc.)	________	☐☐☐☐
Accommodation (hotels, motels, parks, etc.)	________	☐☐☐☐
Food and beverages (purchased from stores)	________	☐☐☐☐
Food and beverages (purchased from restaurants/bars, etc.)	________	☐☐☐☐
Recreation and entertainment	________	☐☐☐☐
Other (souvenirs, etc.)	________	☐☐☐☐

(If respondent is unwilling to or cannot give breakdown of expenditures, attempt to determine TOTAL spending while in the Yukon.)

YUKON TOTAL (if no breakdown given) ________ ☐☐☐☐

...continued

17. What would you say was the approximate total cost of your party's transportation to and from the Yukon? ______________ ☐☐☐☐

18. What would you say will be the approximate total cost of your party's entire trip from the time you left home to the time you expect to return? (Please include any prepaid expenses.) ______________ ☐☐☐☐

(If the party is NOT from Alaska and has indicated that they visited Alaska, ask...)

What would be your best estimate of the amount of money your party spent while visiting Alaska? ______________ ☐☐☐☐

19. What currency are your cost estimates in? ☐

Canadian 1

American 2

Other (please specify) ______________ 3

"Thank you for your time and cooperation in answering our questions. Your responses will allow us to meet our primary objective of estimating the total number of tourists that visit the Yukon and developing a profile of their visit."

"The second objective of our Visitor Exit Survey is to assess our visitors satisfaction with their visit. We would like to request the assistance of every member of your travel party (15 years of age and older) in helping us meet this objective. We have designed a short questionnaire for you to complete. This questionnaire asks you for your reasons for coming to the Yukon, the activities you, yourself, participated in, and your honest perceptions about your visit. I will provide the pens and clipboards to write on. The pen will be yours to keep as a token of our appreciation."

Form B:

Form Code ________ № 3406

1987 Yukon Visitor Exit Survey

1. For each statement on this page, circle the number that best describes how important that reason was when you were deciding to visit the Yukon.

	Important?					
	Not at all Important				Very Important	Office Use Only
Right time for us/me to visit	1	2	3	4	5	☐
Recommended by friends or relatives	1	2	3	4	5	☐
Visiting friends or relatives	1	2	3	4	5	☐
Always wanted to visit the Yukon	1	2	3	4	5	☐
Going places my friends or I have not been	1	2	3	4	5	☐
Meeting people with similar interests	1	2	3	4	5	☐
Talking about the trip after I return	1	2	3	4	5	☐
Reliving past good times	1	2	3	4	5	☐
Experiencing the wilderness	1	2	3	4	5	☐
Seeking adventure and challenge	1	2	3	4	5	☐
Opportunity for quiet rest and relaxation	1	2	3	4	5	☐
Seeing wildlife in their natural habitat	1	2	3	4	5	☐
Participating in or watching sporting events	1	2	3	4	5	☐
Trophy fishing or big game hunting	1	2	3	4	5	☐
Attending a conference or convention	1	2	3	4	5	☐
Learning more about native cultural heritage	1	2	3	4	5	☐
Visiting the Home of the Klondike Gold Rush	1	2	3	4	5	☐
Visiting the Yukon was part of the package	1	2	3	4	5	☐
Visiting the Yukon enroute to or from Alaska	1	2	3	4	5	☐
Visited the Yukon Pavilion at Expo '86	1	2	3	4	5	☐
Wanted to visit after attending a Yukon exhibit/display	1	2	3	4	5	☐
Wanted to visit after seeing/reading advertising promoting the Yukon	1	2	3	4	5	☐

...over

1987 Yukon Visitor Exit Survey

2. For each of the following activities, circle the number to indicate whether or not you participated in it, and for those in which you participated, please circle the number that best represents how satisfied you were. If you happen to recall, please indicate where the activity took place.

	Participate?			Satisfied?					Where?	Office Use Only	
	no	yes		not very				very			
guided fishing	2	1	→	1	2	3	4	5	______	☐	☐
guided hunting	2	1	→	1	2	3	4	5	______	☐	☐
sport fishing	2	1	→	1	2	3	4	5	______	☐	☐
sport hunting	2	1	→	1	2	3	4	5	______	☐	☐
boating	2	1	→	1	2	3	4	5	______	☐	☐
canoe/kayak/raft trip	2	1	→	1	2	3	4	5	______	☐	☐
hiking - day trips	2	1	→	1	2	3	4	5	______	☐	☐
backpacking overnight	2	1	→	1	2	3	4	5	______	☐	☐
trailriding on horseback	2	1	→	1	2	3	4	5	______	☐	☐
wildlife watching	2	1	→	1	2	3	4	5	______	☐	☐
wilderness sightseeing	2	1	→	1	2	3	4	5	______	☐	☐
rock hounding	2	1	→	1	2	3	4	5	______	☐	☐
souvenir shopping	2	1	→	1	2	3	4	5	______	☐	☐
city sightseeing	2	1	→	1	2	3	4	5	______	☐	☐
sporting events	2	1	→	1	2	3	4	5	______	☐	☐
festivals/events	2	1	→	1	2	3	4	5	______	☐	☐
native cultural events	2	1	→	1	2	3	4	5	______	☐	☐
visiting museums	2	1	→	1	2	3	4	5	______	☐	☐
visiting historical sites	2	1	→	1	2	3	4	5	______	☐	☐
highway touring (car)	2	1	→	1	2	3	4	5	______	☐	☐
other guided hikes/tours	2	1	→	1	2	3	4	5	______	☐	☐
Parks Canada guided hikes/tours	2	1	→	1	2	3	4	5	______	☐	☐

...over

3. Your honest opinion about your visit to the Yukon would be very helpful to us. Did you find that overall, your experience (in each of the following categories) was bad, neutral or good? And further, was your experience worse, as expected or better than you expected? For each category, first circle the number which best represents your experience and secondly, circle the number which corresponds to what you expected.

	Experience?				Expected?			Office Use Only	
	Bad	Neutral	Good		Worse than Expected	As Expected	Better Than Expected		
weather	1	2	3	→	1	2	3	☐	☐
wilderness	1	2	3	→	1	2	3	☐	☐
scenery	1	2	3	→	1	2	3	☐	☐
wildlife	1	2	3	→	1	2	3	☐	☐
accommodation	1	2	3	→	1	2	3	☐	☐
transportation	1	2	3	→	1	2	3	☐	☐
service	1	2	3	→	1	2	3	☐	☐
food	1	2	3	→	1	2	3	☐	☐
recreation	1	2	3	→	1	2	3	☐	☐
entertainment	1	2	3	→	1	2	3	☐	☐
roads	1	2	3	→	1	2	3	☐	☐
costs	1	2	3	→	1	2	3	☐	☐

4. Thinking about your visit to the Yukon, please rate the Yukon on each statement listed below by circling the number that best represents your honest opinion.

	Disagree Strongly		Absolutely No idea		Agree Strongly	
Has quality arts and cultural events	1	2	3	4	5	☐
Offers entertaining local events and activities	1	2	3	4	5	☐
Offers opportunity to learn about and enjoy native cultural heritage	1	2	3	4	5	☐
Has interesting museums, historical displays, reconstructions, sites and relics	1	2	3	4	5	☐

Over

1987 Yukon Visitor Exit Survey

4. continued ...	Disagree Strongly		Absolutely No idea		Agree Strongly	*Office Use Only*
Has excellent conference and convention facilities	1	2	3	4	5	☐
Offers a wide variety of interesting scenery and unspoiled natural beauty	1	2	3	4	5	☐
Offers opportunity for quiet relaxation and tranquility	1	2	3	4	5	☐
Provides the stimulating challenge of wilderness adventure	1	2	3	4	5	☐
Offers clean, comfortable, well-maintained hotel/motel accommodation	1	2	3	4	5	☐
Offers clean, comfortable, well-maintained campground facilities	1	2	3	4	5	☐
Offers excellent hunting and fishing	1	2	3	4	5	☐
Offers excellent shopping opportunities	1	2	3	4	5	☐
Offers excellent automobile and R.V. service and repair	1	2	3	4	5	☐
Offers smooth, well-maintained roads and highways	1	2	3	4	5	☐
Offers well marked road and highway signs that clearly guide - not confuse	1	2	3	4	5	☐
Offers reasonably priced food	1	2	3	4	5	☐
Offers reasonably priced accommodation	1	2	3	4	5	☐
Offers reasonably priced gasoline	1	2	3	4	5	☐
Offers good value for the money	1	2	3	4	5	☐
Offers many opportunities for watching wildlife in their natural habitat	1	2	3	4	5	☐
Has a comfortable climate	1	2	3	4	5	☐
Has too many mosquitoes and black flies	1	2	3	4	5	☐
Yukon residents are helpful, friendly and make you feel genuinely welcome	1	2	3	4	5	☐
My visit encouraged me to return to the Yukon	1	2	3	4	5	☐

...over

1987 Yukon Visitor Exit Survey

Your responses to the following questions are important in understanding the type of indivudual who visits the Yukon. The information you provide will remain confidential. With this information we will be able to build a profile of Yukon visitors.

Office Use Only

5. Please circle the number corresponding to your sex.

male	1	female	2

☐

6. Please circle the number corresponding to your age category.

(15 to 19)	1	(40 to 49)	4	(70 to 74)	7
(20 to 29)	2	(50 to 59)	5	(75 or more)	8
(30 to 39)	3	(60 to 69)	6		

☐

7. Please circle the number corresponding to your highest education (where you have completed all or some of the requirements).

(no formal education)	0	(vocational/technical)	3
(grade school)	1	(college/university)	4
(high school)	2	(post-graduate university)	5

☐

8. What is your occupation? We do not want to know the name of the company you work for, but just the type of job and type of company. If you are retired please circle the 'R' and answer with your occupation before you retired. If you are not currently employed, please circle the 'U'.

R ______________________ in ______________________

(type of job) (type of company)

U

9. Please circle the number corresponding to the range that includes your 1986 gross personal income, that is, your income before taxes and deductions. (Please include income from tips, commissions, pensions, interest and rents, etc.)

(less than $15, 000)	1	($30,000 to $39,000)	4
($15,000 to $19,000)	2	($40,000 to $49,000)	5
($20,000 to $29,000)	3	($50,000 and over)	6
		(not employed for wages)	7

☐

What currency is this in? ______________________

☐

...over

10. Are you likely to take another vacation or pleasure trip similiar to this one in the next two years?

Yes I will.	1
No I will not.	2
I am not sure.	3

Office Use Only

☐

11. What comments would you like to make, either positive or negative about your visit to the Yukon?

Thank you for your help. Please accept our 1987 Visitor Exit Survey pen as a token of our appreciation.

At some point in the future we may need to contact some of the people surveyed for additional information. May we contact you if necessary?

☐ No
☐ Yes, I may be contacted at: name ______________________
address: ______________________ city: ______________
prov/state: ______________ country: ______________
postal code: ______________ phone: ______________

Thank you

Talley Sheet

1987 VISITOR EXIT SURVEY TALLY SHEET

VEHICLE LICENSE PLATE (ORIGIN)

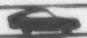
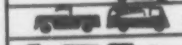
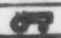
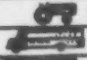
DATE: ____________

HOUR: ____________ TO ____________

TALLY PERSON: ____________

LOCATION: ____________

VEHICLE TALLY = 1 DIVERTED VEHICLE TALLY = ①

	YUKON	OTHER CANADA	UNITED STATES	OTHER ORIGIN	UNKNOWN
 1					
 2					
3					
4					
5					
6					
7					
 8					
 9					
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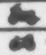 11					
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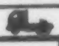
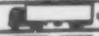
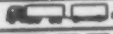
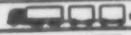
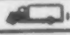
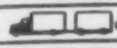
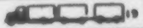
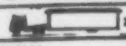
 13					
 14					
 15					
 16					
 17					
 18					
 19					
 20					
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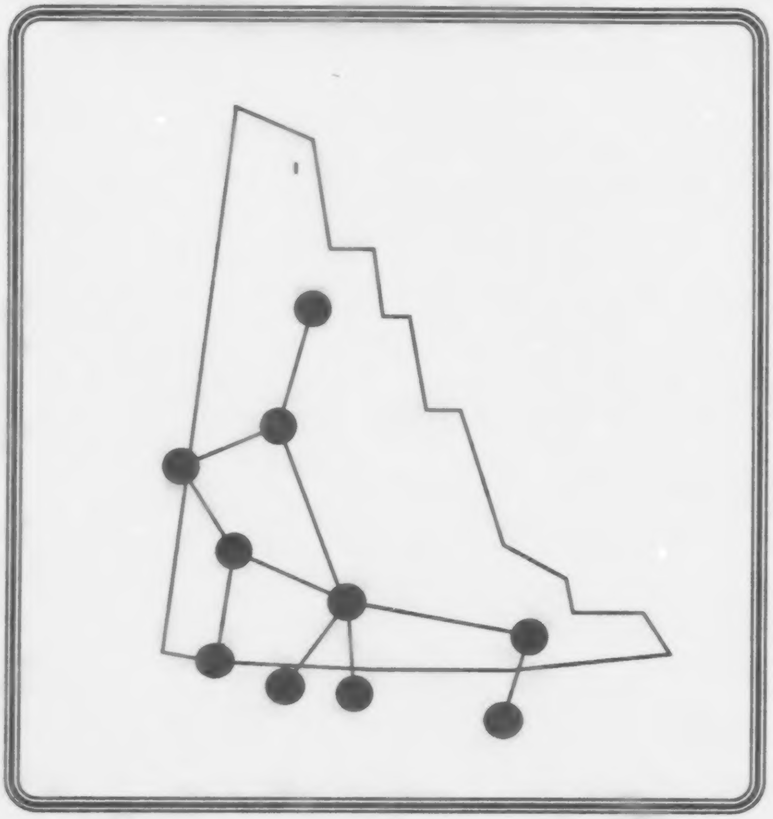
PART

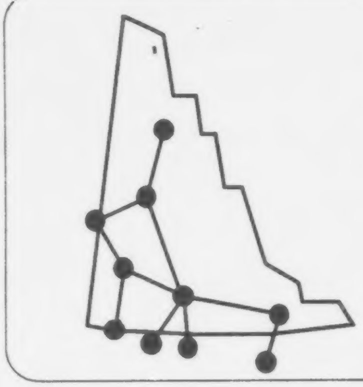
2

Yukon Visitor Exit Survey 1987

PART II: SURVEY DESIGN AND METHODOLOGY



Yukon Bureau of Statistics



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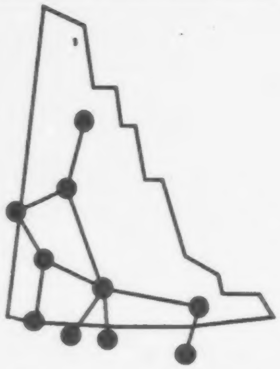


Introduction

BACKGROUND

Tourism Yukon carried out Visitor Exit Surveys in 1978 and 1982 and commissioned the Bureau of Statistics to undertake the 1987 Yukon Visitor Exit Survey.

Exit Surveys are a fundamental research and planning tool for tourism and it is anticipated that surveys will be conducted on a four-year cycle.

The operating plan of the 1987 Yukon Visitor Exit Survey has been documented with the intent to facilitate data collection in future surveys.

1987 YUKON VISITOR EXIT SURVEY OBJECTIVES:

To measure the volume of tourists in the Yukon.

To measure the value of direct tourist spending in the Yukon.

To monitor the flow of visitor travel within the Yukon.

To examine the regional pattern of trip characteristics.

To obtain detailed information regarding trip characteristics.

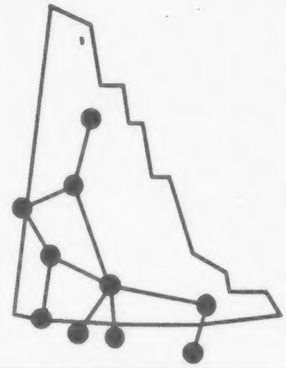
To obtain detailed information regarding visitor characteristics and reasons for visiting the Yukon.

To examine and evaluate the Yukon travel experience.

To examine visitors' perceptions of the Yukon tourism industry.

To evaluate the Yukon as a travel destination.

To monitor trends in travel demands.



Survey Overview

The 1987 Yukon Visitor Exit Survey took place between June 1st and September 30th, 1987.

A sample of visitors to the Yukon, fifteen years of age or over, whose residence was outside the Yukon Territory was surveyed. Survey sites were set up at six major highway exit points for passengers in private vehicles, in Whitehorse and Dawson City hotels for tour bus passengers, in the Whitehorse Bus Depot for Greyhound Bus passengers, and at the Whitehorse Airport for commercial air passengers.

Each mode and site had a different schedule. The survey schedule was coordinated with the heaviest tourist traffic periods on the highways, with the summer tour bus schedules, and with the busiest tourist traffic periods on the airlines. (see appended calendars)

Two questionnaires were used in the survey, Form A and Form B. (see appended questionnaires)

FORM A:

The Form A was completed by interview with a spokesperson selected by the travel party from eligible members fifteen years of age or over. It recorded information regarding the travel party, their mode of travel, the sources of information used in planning their Yukon trip, the travel route taken, and their expenditures during the trip.

Three versions of the Form A were used. The Highway questionnaire which was coloured yellow, the Bus questionnaire coloured green, and the Air form which was blue. All questionnaires contained the same nineteen questions. The three versions of Form A differed in the type of control information recorded and in the introductory paragraph which contained screening questions in the bus and air forms.

The control information on the Form A for highway travellers recorded the vehicle type and license plate origin. The Bus Form control information recorded the name of the carrier, the tour operator, point of origin of the bus tour, length of tour, number of passengers boarded, and the name of the bus driver or tour escort. The name of the air carrier, flight number, number of passengers boarded, number of completed interviews for that flight, and a tally of out-bound Yukon residents encountered during the stint was recorded on the Air Form.

The interview for Highways began with an introductory paragraph explaining the survey.

The Form A was completed to question number six for all diverted vehicles. Question six was a screening question which asked whether the travel party intended to return to the Yukon before returning home. Those who were returning to the Yukon before returning home were thanked for their time and cooperation and the interview was terminated. With those who were exiting for the last time, or were not sure, the interview was continued to complete the Form A.

The Bus Form began with a screening question asking if the travel party was travelling on the carrier selected. Selected carriers were those known to be exiting the territory for the last time.

The Air Form began with a screening question asking whether the travel party was travelling on the selected flight and whether the Yukon was their usual place of residence. If the encountered passenger was a Yukon resident, only the party size was recorded in the tally of outbound Yukon residents on a Form A. If the passenger was a non-resident, a Form A was completed by interview.

The three versions of the questionnaire had the same sequence of questions. The forms differed in the control information recorded at the top of page one and in the introduction of the survey where the bus and air forms included screening questions.

All Forms A terminated at question number six if the respondent answered "yes" when asked whether they would return to the Yukon before returning home.

Travel parties interviewed were those responding "no" or "maybe" when asked if they intended to return to the Yukon before returning home (question number six).

Participation in the survey was voluntary. If the travel party refused to be interviewed, a Form A was created and only the control information on page one was recorded. If a reason for the refusal was given, it was also recorded on the Form A.

A set of show cards in booklet form was handed to the respondent at the start of the interview. The cards were arranged in order of the corresponding questions in the Form A and used to select number responses to the designated questions. The interviewer would prompt the respondent to answer from the numbered choices when the question was asked. A schematic map of the Yukon was included to assist the respondent in tracing the specific travel route taken and in recalling the stops made by the travel party. (see show cards appended)

FORM B:

The second questionnaire, the Form B, recorded information regarding the individual traveller. It was self-administered and to be completed by all eligible members of the travel party fifteen years of age or over. Participation again was voluntary.

Form B questions were posed in a multiple choice format and included questions asking the reason for visiting the Yukon, whether the individual participated in listed activities, and asked the degree of satisfaction with their experiences in the Yukon. The respondent was asked to give a rated opinion to statements about Yukon facilities and activities. It also provided a demographic profile of the individual traveller detailing information regarding sex, age, education, occupation and income. A question was asked as to whether a similar trip was planned in the next two years and an area was provided for general comments about the Yukon. (see appended questionnaire)

Together with interviewing, tallying of vehicles was a primary function at highway sites. For counting and classifying all vehicular traffic during each highway stint, a tally sheet was used. Tallying was continuous throughout the stints even when site conditions did not allow interviewing. (see appended tally sheet)

To target in-scope tour buses and for statistical weighting of tour bus traffic, the stint supervisors in Whitehorse and Dawson City created a master list of exiting buses with the number of passengers boarded on each coach.

Tally sheets from the Kluane Lake highway site were used to develop estimates of tour bus traffic exiting through Beaver Creek. It was not possible to situate a site in Beaver Creek due to the scarcity of interviewers. Passengers on tour buses scheduled to overnight in Beaver Creek were surveyed in Whitehorse with the additional night recorded and projected expenses in Beaver Creek estimated by the respondent.

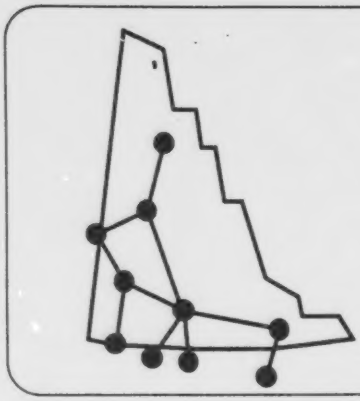
SURVEY OVERVIEW

A master list of the number of passengers boarded on each coach with their destinations was obtained daily throughout the season from Greyhound Bus Lines. This provided the numbers of visitors exiting through Watson Lake on this carrier.

An estimate of the total number of passengers boarded on buses exiting the Yukon was obtained from the major tour operators and carriers. These figures were used as a reliability factor in statistical weighting.

For statistical weighting of air traffic, a list of out-bound passengers on the two daily flights of Canadian International Airlines at the Whitehorse Airport was supplied monthly by the Airport Manager's office. On a Form A, the interviewers recorded a tally of out-bound Yukon residents encountered during stints.

An estimate of visitors exiting through the Watson Lake Airport was received from Canadian International Airlines. This number was included in the statistical weighting procedure.



Definitions

The following definitions apply in this survey;

VISITOR:	Person travelling in the Yukon whose permanent place of residence is outside the Yukon Territory.
TOURIST:	Visitor spending one or more nights in the Yukon.
EXCURSIONIST:	Visitor travelling through the Yukon and staying less than twenty four hours.
TRAVEL PARTY:	Visitors travelling together sharing experiences, expenses and/or decisions.
HOUSEHOLD:	Persons resident in one dwelling, travelling together in a travel party.

DEFINITIONS

RESPONDENT: Spokesperson for the travel party (fifteen years of age or over) who completed a Form A by interview, and/or the members of the travel party fifteen years of age or over who completed a Form B, the self-administered questionnaire.

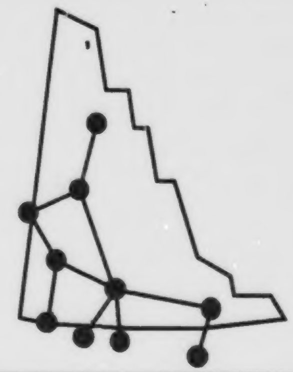
EXITING: Persons or vehicles not intending to return to the Yukon before returning home.

IN-SCOPE: Visitor or vehicle meeting the criteria for eligibility for participation in the survey (i.e. visitor fifteen years of age or over exiting the Yukon, vehicle with non Yukon license plates exiting the Yukon).

OUT-OF-SCOPE: Visitor or vehicle not eligible for interview (i.e. person or vehicle returning to the Yukon before returning home, vehicle with Yukon license plates, commercial buses and trucks with non Yukon license plates, government vehicles).

INDEPENDENT CARRIER: Out-of-territory tour bus operator/coach.

STINT: Scheduled shift worked by the survey crew on randomly selected survey days.



Highway Survey Design

a. SITES AND SCHEDULES:

SITE SELECTION

Sites were selected by Bureau of Statistics staff through on-site visits and assessments.

Site selection criteria included;

- unhindered visibility for at least 400 meters in either direction
- ample pull-off area
- adequate area for vehicle parking
- proximity to border area where possible, preferably between the Yukon border and the first intersection
- reasonable accommodation for a crew vehicle.

SITE LOCATIONS (See appended maps)

Site 01 - Watson Lake South: 10 km. south of Watson Lake at the Yukon/B.C. border (Km. 1008).

Site 02 - Cassiar: Hwy. 37 - 4 km. south of the Alaska Highway and Highway 37 junction (Km. 1044).

Site 03 - Bove Island: Highway 7, Bove Island pullout, 10 km. south of Carcross.

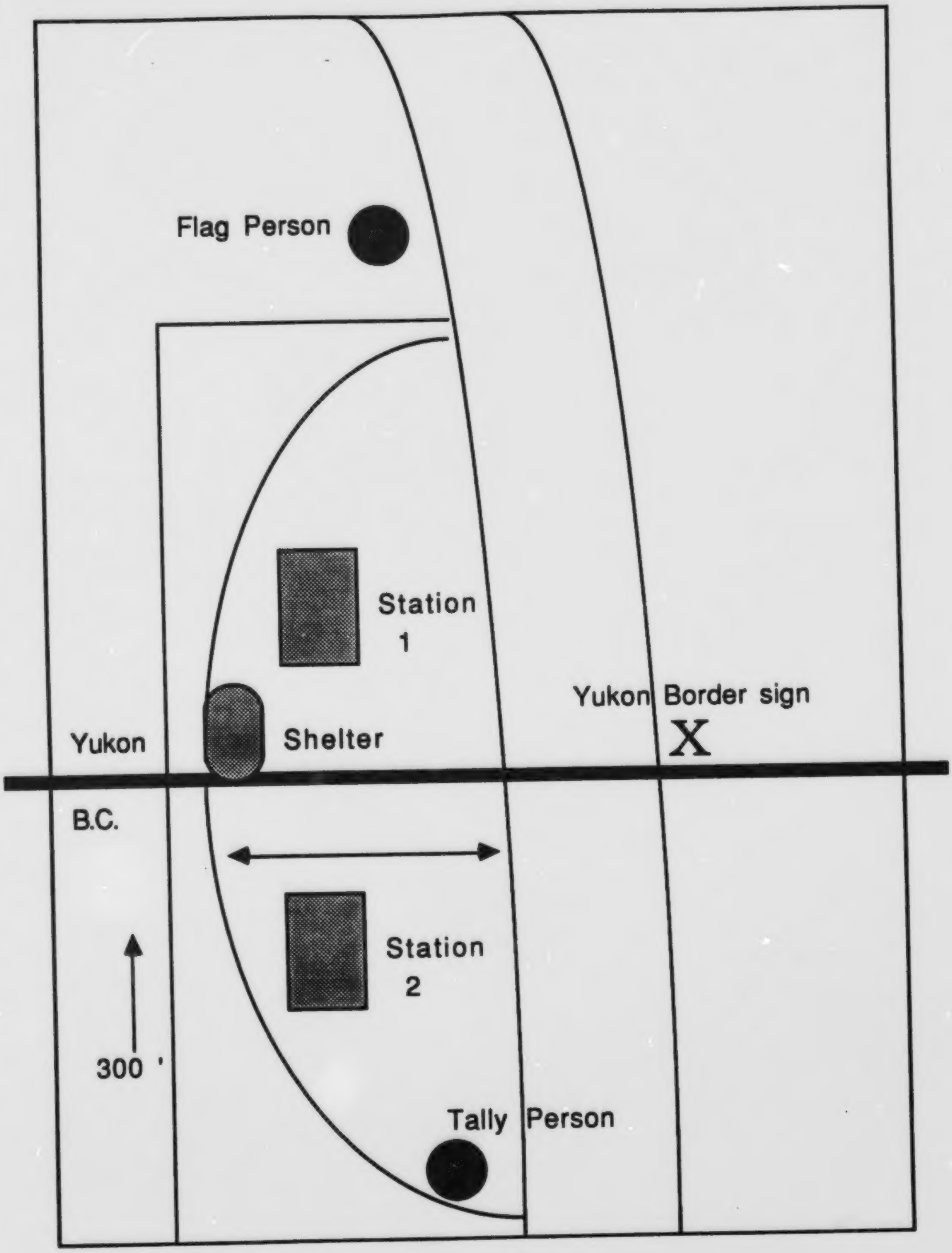
Site 06 - Kathleen Lake: Highway 3, Kathleen Lake pullout, approximately 20 km. south of Haines Junction.

Site 07 - Kluane Lake: Sheep Mountain pullout, approximately 72 km. north of Haines Junction.

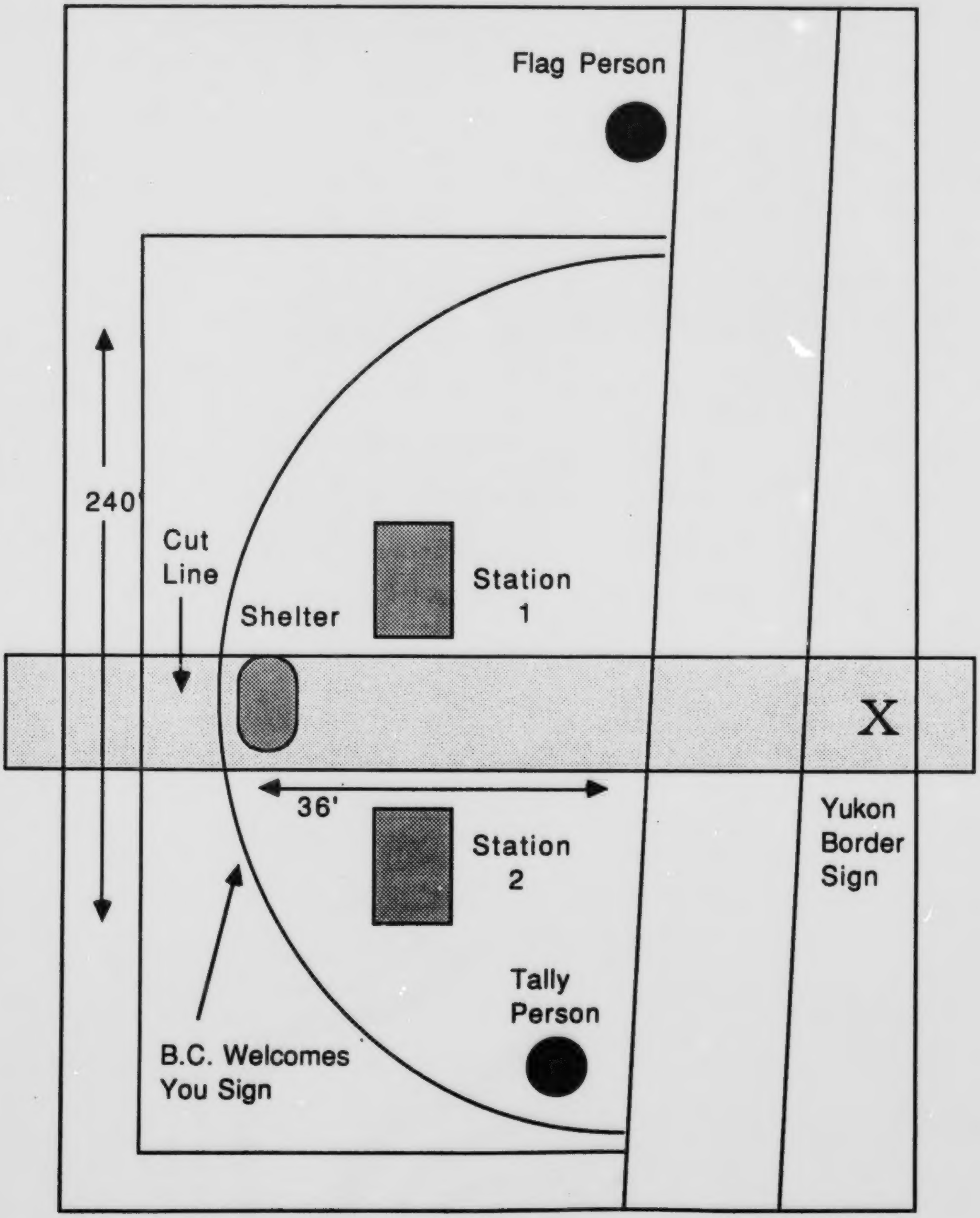
Site 09 - Top of the World: Highway 9, west side of Yukon River, near the territorial campground.

Site 10 - Dempster Highway: Highway 5, Dempster cut-off, just north of Highway 5 and Highway 2 junction.

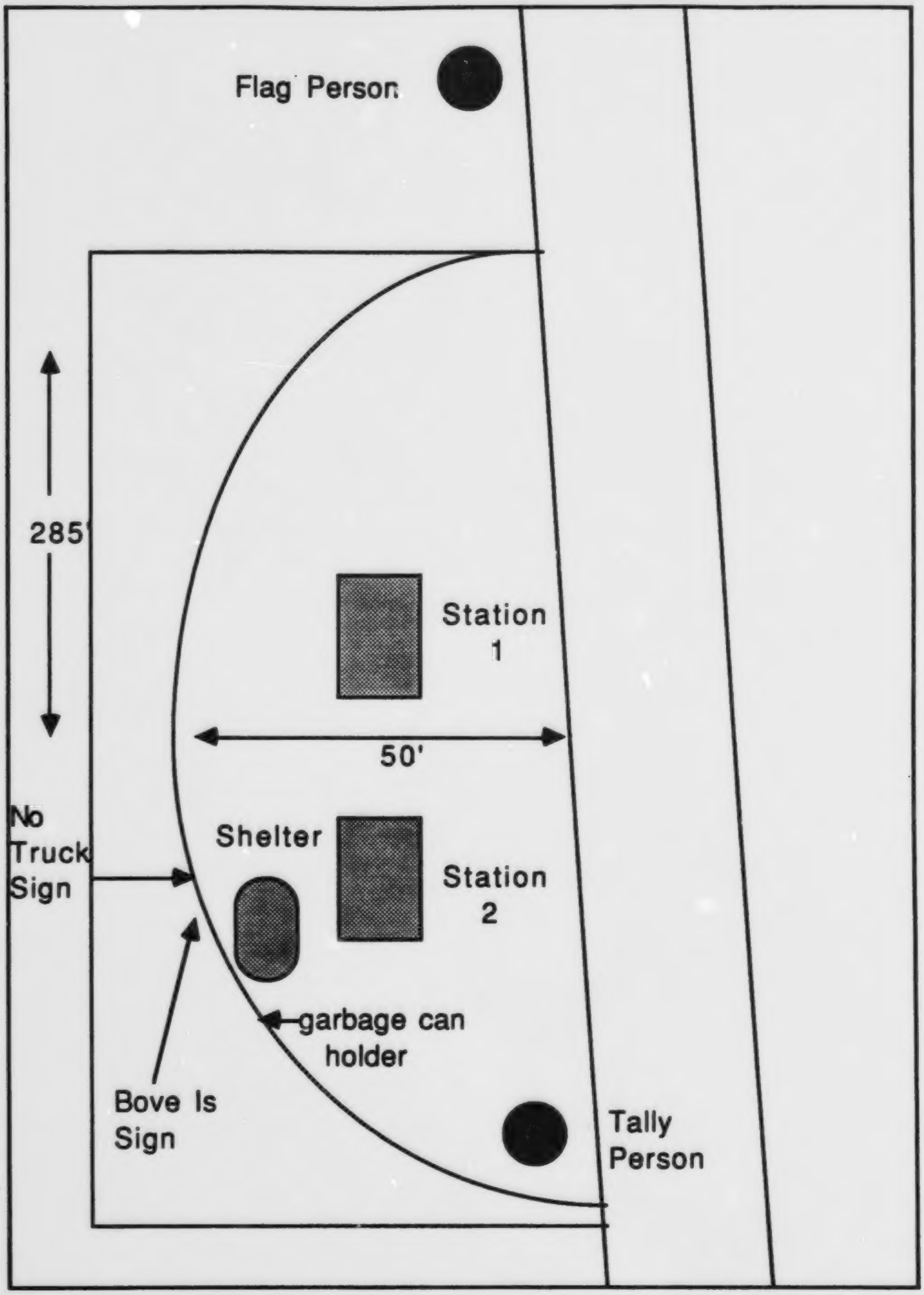
WATSON LAKE SITE: YUKON/B.C./ BORDER
10 km south of Watson Lake


Flag Person
Station 1
Yukon Border sign
X
Yukon
Shelter
B.C.
Station 2
300 '
Tally Person

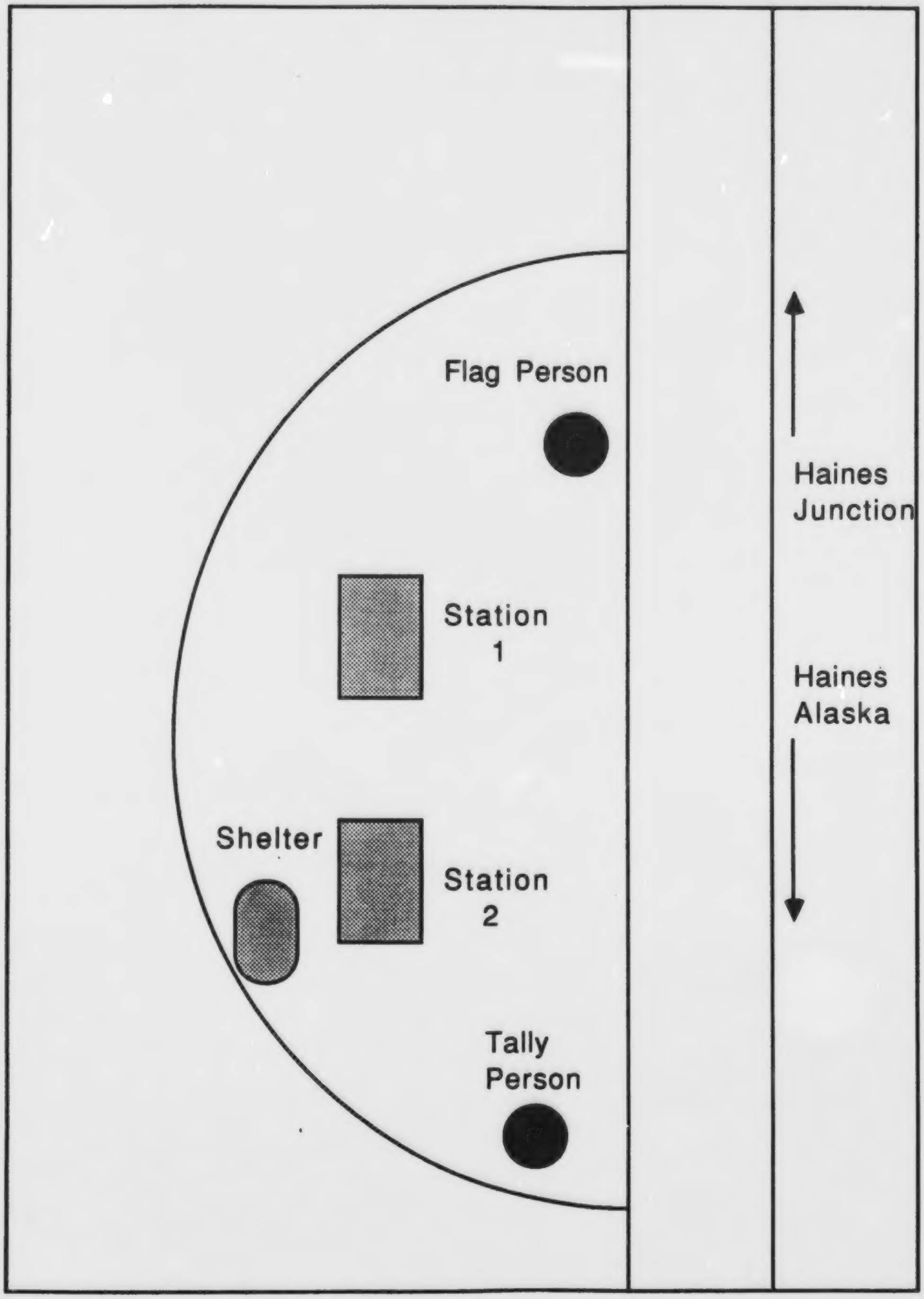
Cassiar Site: Yukon/B.C. Border
4 km south of Alaska Highway & Highway 37 junction


Flag Person
240'
Cut Line
Shelter
Station 1
X
36'
Station 2
Yukon Border Sign
Tally Person
B.C. Welcomes You Sign

BOVE ISLAND SITE
10 km South of Carcross, Bove Island Pullout


Flag Person
285'
Station 1
50'
No Truck Sign
Shelter
Station 2
garbage can holder
Bove Is Sign
Tally Person

KATHLEEN LAKE SITE


Flag Person
Station 1
Station 2
Shelter
Tally Person
Haines Junction
Haines Alaska

SITE SET-UP

Log huts provided a focal point and physical presence for the Visitor Exit Survey at the sites in Watson Lake, Cassiar, Bove Island, and Kathleen Lake.

Constructed by Renewable Resources, Yukon Territorial Government, they were log sided, slant roofed, with plexiglass windows. Signs reading "Yukon - the Magic and the Mystery" were attached to the windows.

Supplies were stored in the huts during stints.

The Stint Supervisor's car was used for shelter and storage on the sites at Kluane Lake (Sheep Mountain), Top of the World and the Dempster Highway.

Four sets of permanent highway signs were erected by highway crews from Highways & Transportation, Community & Transportation Services, Yukon Territorial Government, at the Watson Lake, Cassiar, Bove Island, and Kathleen Lake sites.

The signs were placed in the following order;

1. Reduce Speed Ahead
2. 50 km/h Ahead
3. 50 km/h
4. Yukon Visitor Exit Survey
5. Thank You. Resume Speed.

Sets of portable signs were used at Kluane Lake, Top of the World and Dempster Highway sites;

1. Caution, Survey Ahead
2. Flagman
3. Be Prepared to Stop
4. Yukon Visitor Exit Survey Ahead

An additional sign (Slow, Men Working Ahead) was erected south of the Cassiar site to slow traffic in the opposite lane when rocks were being thrown up by speeding vehicles.

Signs were covered with garbage bags at the end of each stint.

Phosphorescent orange pylons were used at all sites for defining interview areas and controlling vehicle flow in the work area. Approximately fourteen pylons were used at each site. (see appended site diagrams)

Crews were paid a half hour per stint for setting up and dismantling the sites.

STINT SCHEDULE

The survey took place between June 1st and September 30th, 1987. A survey schedule was selected for each site on a random selection basis with schedules selected to conform with the heaviest traffic periods in each area. (see calendars and selection criteria appended).

The number of stint days (survey days) scheduled at each site were;

Watson Lake South	75
Cassiar Highway	75
Bove Island	50
Kathleen Lake/Sheep Mountain	70 (one crew alternated between these two sites)

Surveying was conducted during three stint periods:

Morning stints:	6:00 a.m. to 12:00 p.m.
Afternoon stints:	12:00 p.m. to 6:00 p.m.
Evening stints:	6:00 p.m. to 12:00 a.m.

In September, darkness at the beginning of the morning stints and at the end of evening stints made it unsafe to divert traffic and stints were shortened - morning stints then started at 7:00 a.m. and evening stints ended at 10:00 p.m.

A new schedule was developed at the beginning of September to compensate for this shortened interviewing time. (see appended calendar)

Some stints had to be rescheduled because of interviewer illness. When no crew was available for a scheduled stint, a replacement stint was selected. (see appended calendar)

Top of the World and Dempster sites in Dawson City operated on a different schedule. Fifty five (55) stints were scheduled at these two sites between June 1st and September 10th, 1987. (see appended calendar)

Top of the World Site:

Monday, Tuesday, Wednesday, Thursday, Saturday, and Sunday;
Morning stint: 7:00 a.m. to 1:00 p.m.
Afternoon stint: 1:00 p.m. to 7:00 p.m.

Friday (Ferry maintenance day)
Morning stint: 10:00 a.m. to 2:30 p.m.
Afternoon stint: 2:30 p.m. to 7:00 p.m.

Dempster Highway Site:

Morning stint: 7:00 a.m. to 1:00 p.m.
Afternoon stint: 1:00 p.m. to 7:00 p.m.

b. INTERVIEWING PROCEDURES - HIGHWAYS

SITE CREWS

Preference was given to hiring local residents for each site. Crew members were selected from applicants to Canada Employment Centre, Whitehorse, and Outreach Offices in Watson Lake, Haines Junction, and Dawson City.

Candidates were interviewed in Watson Lake, Carcross, Haines Junction, and Dawson City by a member of the staff of the Bureau of Statistics and the Survey Coordinator. Final verification and hiring of candidates as "casual" government employees was done by the Public Service Commission, Yukon Territorial Government.

Crews comprised a supervisor and from one to three interviewers per site;
Watson Lake - 1 supervisor, 3 interviewers
Cassiar - 1 supervisor, 2 interviewers
Bove Island - 1 supervisor, 1 interviewer
Kathleen Lake/
Kluane Lake - 1 supervisor, 1 interviewer
Top of the World/
Dempster Hwy. 1 supervisor, 2 interviewers

One crew staffed both Kathleen Lake and Kluane Lake sites. In Dawson City, one crew worked at both the Top of the World and the Dempster sites.

The Site Supervisor resigned at the Cassiar site in July and was not replaced. One of the interviewers assumed the duties of Stint Supervisor and the two person crew was able to maintain sufficient interviews.

In early September, one crew member from Watson Lake and one from Cassiar returned to university. Because traffic flow had decreased at both these sites, it was decided to amalgamate the two crews and develop a new stint schedule to have this crew (two stint supervisors and two interviewers) serve both sites. The Stint Supervisor from Watson Lake continued to act as on-site supervisor and was responsible for equipment and transportation. The Cassiar Site Supervisor assumed the responsibilities of editing completed work and writing the daily diary.

A site had been planned for Beaver Creek but this was not possible because of the scarcity of available interviewers. It was decided to have the crew from Kathleen Lake travel from Haines Junction to establish a site at the Sheep Mountain pullout (Kluane Lake) to survey traffic exiting through Beaver Creek. Travel time was paid to this crew.

CREW TRAINING

Highway crews were trained in Whitehorse by Bureau of Statistics staff members and the Survey Coordinator.

Resource persons from Tourism, the Executive Council Office, and the Highways & Transportation Branch of Community & Transportation Services, Yukon Territorial Government, gave presentations.

An introduction and overview of the survey was given by the Director of the Bureau of Statistics. The Director of Development, Tourism, spoke to the crews outlining the background and the purpose of the survey.

Stint Supervisors attended three hours of training based on the Supervisors' Manual the evening prior to the day-long training session. Topics covered included site safety, crew transportation, reporting procedures, and instructions for transporting completed work to the office.

Supervisors and all crew members then attended one full day and one half day of classroom training based on the Interviewers' Manual. All phases of the survey were covered in detail. Topics included site set-up, safety equipment and procedures, survey materials, crew descriptions and responsibilities, and site and job conduct.

Instructions in flagging and safety procedures were given by the representative from Highways & Transportation, Community & Transportation Services, Yukon Territorial Government. Special emphasis was given to the safety procedures outlined. It was explained that the sites could be shut down if safety regulations were not adhered to. This included the site set-up and procedures, as well as the wearing of safety apparel on site. Highways & Transportation crews monitored this during the survey. A copy of the Flagging Manual produced by Community & Transportation Services was included in the Supervisors' Manual.

A representative from Administration, Executive Council Office, provided information regarding "casual" government employees and instruction in how to complete pay sheets and kilometerage claim sheets. Sample forms were included in the manuals.

Classroom training was followed by a practical session at a mock highway site set up on a parking lot. Portable signs were erected, traffic lanes defined with pylons, and crews outfitted in safety gear. Department of Tourism staff members drove through the site to provide interviewers and stint supervisors practice in flagging and interviewing.

Flagging, site safety procedures, and interviewing techniques were monitored by the representative from Community & Transportation Services, Yukon Territorial Government, and the Survey Coordinator.

At the end of the training session, crews were issued manuals, safety equipment and clothing, and survey supplies. Supervisors were given a reporting schedule and timetable for submitting completed work.

Crews were paid for the hours of training, hours of travel, and a kilometerage rate to and from their places of residence. Hotel accommodation and a per diem were also paid.

CREW RESPONSIBILITIES

Crew duties included site set-up and dismantling, flagging, tallying of vehicles, and interviewing.

The four member crew rotated positions with one member flagging, one tallying, and two members interviewing. Three member crews had one flagperson, one interviewer, and one tally person. Two member crews combined flagging and interviewing, and one member tallied.

Tallying all vehicular traffic was paramount. If only one member of the crew was available to work, that individual tallied.

Supervisors performed all on-site duties along with crew members.

The site was prepared for interviewing by;

- crews dressing in safety clothing (hard hats, orange safety vests, and white coveralls) as required by government highway regulations. This was monitored during the survey by Y.T.G. Community & Transportation highway crews.

- uncovering signs (removing garbage bags), or placing portable signs on the highway at Kluane Lake and Dempster sites.

- setting up pylons outlining the interviewing lane. (see site diagrams appended)

- preparing survey materials (questionnaires, clipboards, pens, etc.). sufficient for the stint.

Procedures were reversed at the end of the stint. The site was to be left safe, clean, and tidy at the end of each shift.

SITE AND JOB CONDUCT

As representatives of the Yukon and as Yukon Territorial Government employees, the crews were asked to meet specified dress and appearance requirements;

- appearance and clothing were to be neat and clean.
- shirts, with or without sleeves, were to be worn under safety vests at all times.
- no shorts were to be worn during interviewing.
- preferably light or bright clothing was to be worn on site. - no dark sun glasses were to be worn during interviewing or flagging (eye contact must be made with respondents).

Smoking was allowed while tallying. Flagpersons were required to safely dispose of cigarettes at the first site of on-coming traffic. Interviewers were required to safely dispose of cigarettes before any diverted vehicle was in the interview zone.

No provisions could be made for regular break times. Crews were to use their own discretion in taking breaks and rest periods during stints.

The crew member tallying was allowed to sit while tallying.

No personal hobbies such as handicrafts were to be used on site.

CREW DUTIES

1. FLAGPERSON

Flagpersons were responsible for signalling out-of-scope traffic (vehicles with Yukon license plates, Yukon and non Yukon commercial trucks and buses, and government vehicles) to continue, and selected in-scope vehicles to enter the interviewing area in a safe and orderly manner when an interviewer is, or is about to be, available.

When traffic was heavy, intercepting vehicles was on a floating basis (as the interviewer was available); during low traffic periods, every in-scope vehicle was flagged over for interview. Interviews were therefore timed to ensure minimum waiting time by respondents.

Flagging procedures followed the guidelines outlined in the Safety Program Flagging Manual, Community & Transportation Services, Yukon Territorial Government (copies were included in the Stint Supervisors' Manual).

Special provision was made for "local" traffic. "Local" traffic included frequent travellers with out-of-territory license plates who lived in nearby towns such as Cassiar, or worked in camps in the area (e.g. on the Skagway and Haines roads). This traffic was surveyed by selecting every tenth vehicle of this category for interview.

2. TALLYPERSON

The tallyperson was responsible for tallying all vehicular traffic according to license plate origin and type of vehicle (as per tally sheet appended).

Separate tally sheets were used by each crew member during each shift of the stint. Time of shift and member's name were entered on each tally sheet. Shifts were one to two hours in duration, according to the crew size.

Count was kept by marking a stick in the appropriate cell according to licence plate origin and vehicle type. Diverted vehicles were indicated by circling the stick indicator. Diverted "local" traffic was marked with a square instead of a circle. (Interviewers marked "local" at the top of the Form A when a "local" travel party was interviewed).

On each tally sheet, diverted and non-diverted vehicles were totalled in each column. "Local" traffic was totalled separately at the foot of each column.

Tally sheets were tabulated by each interviewer at the end of their shift and checked by the supervisor when editing the stint work. (see appended tally sheet)

Tally was continuous even when site conditions did not allow interviewing.

3. INTERVIEWER

Interviewers approached the diverted vehicle and introduced the survey using the introductory paragraph on the Form A. Interviewers were instructed to read the introduction and the questions verbatim in order to ensure consistency and accuracy in interviewing.

Participation in the survey was voluntary. If a travel party refused to participate, a Form A was created with the control information recorded and the reason for refusal noted, when given. The travel party was thanked for their time and allowed to continue on their way. When a party consented to participate, they were asked to select a spokesperson (any eligible member of the travel party fifteen years of age or over) to complete the Form A by interview.

Question number six on the Form A was a screening question asking whether the travel party intended to return to the Yukon before returning home. If the response was "yes" to question number six, the interview was terminated and the party thanked for their time and cooperation. If the response was "no" or "not sure", the interview continued to complete the Form A.

A booklet of show cards was given to the respondent from which they selected number answers to designated questions. A Yukon schematic map was included to assist the respondent in the accurate recall of the route taken and stops made by the travel party. (see appended show cards and map)

When the Form A was completed, eligible members of the travelling party, fifteen years of age or over, were given a souvenir pen (or Yukon pin) and asked to complete a self-administered Form B. (The supply of souvenir pens was depleted toward the end of and replaced with Yukon pins at some sites).

Participation was voluntary. If the respondents refused to complete a Form B, the interviewer would try to elicit some general comments regarding their Yukon trip to record on the Form A (to be later transferred to a Form B as "comments only"). If respondents refused to complete a Form B, it was usually because of time restrictions and the interviewers became quite skilled at quickly getting comments to record.

Forms B were collected when complete and numbered to coordinate with the Form A. Forms A were previously numbered, either preprinted or hand numbered by the Stint Supervisor. The first lot of forms had been numbered by the printer but when this supply was exhausted, the forms were printed without numbers. A number sequence was issued to each Stint Supervisor and the forms were numbered before each stint.

Yukon Wildlife colouring posters supplied by Renewable Resources, Y.T.G., and Bureau of Statistics Yukon Fact Sheets were offered to the respondents in addition to the souvenir pens (or pins). These souvenirs were all very well received.

Questionnaires were checked for completeness and accuracy by the interviewers before the end of the stint when the supervisor would collect all completed work.

4. STINT SUPERVISOR

Stint Supervisors were responsible for crew transportation. Only one crew vehicle was to be on site during each stint. Parking space was limited on sites and not to be filled by crew vehicles. A schedule for pick-up of crews was specified and strictly enforced to ensure stints started on time. A kilometerage rate was paid to supervisors for transporting the crew.

Equipment - portable signs, pylons, safety clothing and gear - was stored and distributed by the Stint Supervisor. Equipment and clothing were collected at the end of each stint for distribution at the beginning of the next stint.

The Stint Supervisor also;

Ensured supplies were available and properly used (blank questionnaires (Form A and Form B), tally sheets, clipboards, souvenir pens, or pins, Yukon Fact Sheets and Yukon Wildlife Posters). Numbered Forms A in sufficient supply for each stint.

Assigned rotating shifts of flagging, tallying, and interviewing for crew members during the stint and performed duties in turn with the crew. Monitored crew rest breaks.

Maintained safety standards on site. Safety clothing and equipment were used on site at all times. This was monitored by Y.T.G. Community & Transportation Services highway crews and it was understood that the site could be closed down if safety practices were not adhered to. Stint Supervisors were also empowered to close the site for interviewing when conditions were judged unsafe (e.g. poor visibility in inclement weather).

When the decision to suspend interviewing was made, this was reported to the Survey Coordinator by phone, recorded on the tally sheets, and noted in the daily diary.

Edited all questionnaires for completeness and accuracy. Each interviewer was responsible for checking their work but the Supervisor was finally responsible for ensuring the interviewers were following the procedures to gather accurate information.

Wrote a daily diary and sent it with weekly work to the Survey Coordinator. The diary outlined each stint in terms of weather conditions, variations in traffic flow, staff attendance and morale, supply status, reactions of travel parties to the survey, and any out-of-ordinary occurrences.

Reported by telephone on a schedule prearranged with the Survey Coordinator. Supervisors discussed any problems and reported on current conditions on site. Edit procedures were also discussed at this time and supplies were ordered.

Forwarded completed work weekly to the Coordinator on a schedule set up according to the transportation method used for the site. Watson Lake and Cassiar sites shipped via Greyhound Bus Lines, Kathleen Lake and Kluane Lake via Frontier Freightlines and Dawson City sites, Norline Coach Lines. Costs were billed to the office. The Stint Supervisor at Bove Island delivered the work from that site to the office on weekly trips to town.

Checked time sheets prepared by the Interviewers and included them with the work shipment to meet the Yukon Territorial Government pay schedule.

Stint Supervisors were paid seven and a half hours per stint which included an hour for transporting the crew and the time spent in administrative duties. (Crews were paid six and a half hours per stint.)

VEHICLE SELECTION

Procedures for selecting vehicles for diversion were:

- setting up sites facing exiting traffic with areas designated for flagging, interviewing, and tallying. The tallyperson must have a clear view of traffic at all times. Flagging and interviewing areas must be situated to ensure safety of interviewers and vehicles at all times.
- tallying all vehicles by type and license plate origin (see appended tally sheet).

- when an interviewer is available, or about to be available, selecting and diverting the next in-scope vehicle. In-scope vehicles included all passenger vehicles with out-of-territory licence plates including small trucks and recreational vehicles, motorcycles, cyclists, and hitchhikers. If the license plate was not clearly visible, the vehicle was diverted if it was a recreational type vehicle (i.e. camperized van, truck-camper combination, car pulling a trailer or boat, R.V., etc.).

Out-of-territory vehicles known to be "local", that is, living or working in the area and passing on a frequent or regular basis, were also diverted for interview. The selection of these vehicles was on a one in ten ratio (every tenth vehicle diverted). Separate count was kept of this local traffic on the tally sheets.

During heavy traffic periods, vehicles were diverted on a floating basis (as an interviewer was available), during low traffic periods, every in-scope vehicle was diverted.

RESPONDENT SELECTION

A travel party was defined as persons travelling together sharing experiences, expenses, and/or decisions. Eligible travel parties were those exiting the Yukon for the last time (i.e. not returning to the Yukon before returning home). An eligible member of the travel party was any member of an eligible travel party, fifteen years of age or over. The travel party could be travelling in more than one vehicle.

One eligible member of the travel party acted as spokesperson. Participation was voluntary. The spokesperson was selected by the travel party after the survey had been introduced by the interviewer and the criteria for choosing a respondent explained.

All eligible members of the travel party, fifteen years or over, were asked to complete a self-administered Form B when the Form A had been completed.

Participation was voluntary.

EQUIPMENT

Highway crews were issued the following equipment;

- stop/slow paddles (minimum of two per site)
- pylons (approximately fourteen per site)
- safety clothing - orange hard hats and safety vests (one per crew member and one spare set of each per site), one pair of white coveralls for each crew member
- First Aid Kits (one per site with a spare in the Bureau of Statistics office)
- portable signs (one set at sites where permanent signs were not erected and one spare set in the Bureau of Statistics office)
- clipboards, pens, survey forms (Form A, Form B, Tally Sheets, and Show Cards), time and kilometer pay sheets

- fluorescent tape (one roll per site)
- insect repellant (four to eight cans per site)
- garbage bags for covering signs (as required)
- souvenir pens and pins, Bureau of Statistics Yukon Fact Sheets and Renewable Resources Wildlife Posters
- Bureau of Statistics Community Profiles (one per crew member) - ID pins with name and Yukon flag emblem
- Yukon Data Books (one per site)
- Yukon road maps (one per crew member)
- stint schedules (two per crew member)
- manuals (supervisors' and interviewers')

The Supervisors' Manual contained Basic First Aid information, the Community & Transportation Services Flagging Manual, shipping information, materials inventory, project information letters and administration information (instructions to complete pay sheets, kilometer sheets, and a pay schedule), in addition to the basic survey procedures contained in the Interviewers' Manual.

The Interviewers' Manual contained a foreword, stint schedules, site team and transportation information, procedures for air, bus or highway interviewing (as applicable), and site and job conduct information.

The Top of the World site was issued a walkie-talkie set and a signal light. The walkie-talkies were used by the interviewers to communicate across the Yukon River from the side where the interviewer would intercept traffic at the ferry line-up to the west side of the river where the site was set up for interviewing. The signal light was used to identify the spot where the selected vehicle should pull over for the interview.

INTERVIEWING PROCEDURES

The flagperson would select an eligible vehicle to divert for interview and signal it to enter the interviewing area, directing the driver with the flagging paddle.

In-scope vehicles included any passenger vehicle, small truck, or recreational vehicle with out-of-territory license plates. Motorcycles, cyclists, and hitchhikers were included as well as every tenth "local" vehicle.

Out-of-scope traffic was signalled to proceed without stopping.

The interviewer approached the diverted vehicle and introduced the survey to the travel party.

Participation was voluntary. If the party refused to be interviewed, they were thanked for their time and allowed to continue on their way.

A Form A was completed for every diverted vehicle.

For refusals, only the control information on page one was completed along with the reason for the refusal in the comments section, if available.

When a travel party consented to an interview, a spokesperson was selected by the travel party from eligible members fifteen years of age or over. The spokesperson (respondent) was given a set of show cards from which to select number answers to designated questions. The schematic Yukon map which was included enabled the respondent to trace the route taken and detail the stops made by the travel party. (see appended show cards and map)

The first six questions of Form A were asked of every participating travel party. Question number six asked if the party intended to return to the Yukon before returning home. If the answer was "yes" the interview was terminated and the respondent thanked for their time and cooperation. If the answer was "no" or "not sure" the interview continued to complete the Form A.

All eligible members of the travel party were given a souvenir pen and asked to complete a Form B questionnaire. This was self-administered and was left with the respondents to complete while the interviewer could begin another interview or edit the completed questionnaire. When the Forms B were collected, a Renewable Resources Wildlife Poster and Bureau of Statistics Yukon Fact Sheet were offered to the respondents as souvenirs. These and the souvenir pens (or pins) were well received.

Participation in the survey was voluntary.

Some travel parties would complete part or all of the Form A and refuse the Form B because of time restrictions or other reasons. The interviewers would record reasons for refusals, if given, on the Form A. Interviewers would try to obtain some general comments about their trip from the travel party. The comments were recorded on the Form A and later transferred to a Form B as "comments only".

A Form A was created for every vehicle diverted. Numbers of questionnaires and numbers of diverted vehicles circled on the tally sheets should always be equal. This was part of the edit process carried out by the Stint Supervisor and later by the Survey Coordinator when work was edited in the office.

Interviewers checked all questionnaires for completeness and accuracy. Forms B were numbered to coordinate with the Form A completed for that travel party.

The Stint Supervisor collected the completed questionnaires at the end of the stint.

C. INTERVIEWING PROCEDURES -TOP OF THE WORLD AND DEMPSTER HIGHWAY SITES:

Some methodological differences were necessary in the survey in Dawson City.

The same crew surveyed at both highway sites, the Top of the World and the Dempster Highway, as well as conducting the bus tour interviews.

STINT SCHEDULE

The original schedule was set up to have the crew conducting bus tour interviews between 6:00 a.m. and 9:00 a.m. on days when the highway stints began in the afternoon and on the Friday stints scheduled at the Top of the World site when the stint began at 10:00 a.m. (ferry maintenance day). See appended calendar.

Daily stint schedules were:

Dempster Highway site: Morning stint: 7:00 a.m. to 1:00 p.m.
* Afternoons : 1:00 p.m. to 7:00 p.m.

Top of the World site: Mon., Tues., Wed., Thurs., Sat., Sun.
Morning stint: 7:00 a.m. to 1:00 p.m.
* Afternoons : 1:00 p.m. to 7:00 p.m.

Fridays
* Morning stint:10:00 a.m. to 2:30 p.m.
* Afternoons : 2:30 p.m. to 7:00 p.m.
(* Bus stints)

In July, it was necessary to introduce a change in the schedule and one interviewer was assigned to work a six hour stint interviewing tour bus passengers.

When a morning stint was scheduled at the Dempster Highway site, the Stint Supervisor worked at the highway site with one interviewer while the other interviewer worked in town interviewing tour bus passengers.

SITE SELECTION - Top of the World Site:

The Top of the World Site was situated at the ferry landing on the Yukon River.

The interviewing site was set up at a pullout at an historical sign located just as the traffic left the ferry and just before the hill at the start of the Top of the World Highway. This provided ample interviewing space as well as space for a crew vehicle. At this point, traffic was moving slowly enough to safely pull out into the interviewing area.

There was a territorial campground situated just past the pullout. A special methodology was necessary for surveying travel parties staying at the campground and not exiting the Yukon when first encountered by the survey crew. (see Interviewing Procedures)

SITE SET- UP - Top of the World Site

The Top of the World site was situated on the Yukon River with the interviewing site set up on the west side of the river at an historical sign pullout near the ferry landing.

One interviewer was stationed on the east side of the river at the ferry line-up and would approach vehicles to tally and introduce the survey.

Walkie-talkies were used to alert the crew on the other side of the river when a travel party had consented to an interview. At the start of the season, interviewers used arm signals to communicate. The distance between interviewers and the poor visibility created by the dust raised by passing vehicles made walkie-talkies a necessity.

RESPONDENT SELECTION - Top of the World Site

One interviewer was stationed at the ferry line-up to approach vehicles to introduce the survey and ask eligible travel parties to participate. (see interviewing procedures)

When an eligible travel party consented to be interviewed, the crew on the opposite side of the river was given a description of the selected vehicle on the walkie-talkie.

If the eligible travel party refused to participate, a Form A was created with the core information and the reason for the refusal noted.

Participating travel parties were instructed to watch for the flagperson on the opposite side of the river.

The flagperson signalled out-of-scope traffic to continue and the selected vehicle was directed into the interviewing area.

The travel party was instructed to select an eligible member fifteen years of age or older to act as spokesperson to complete a Form A by interview.

All eligible members of the travel party fifteen years of age or over were asked to complete a self-administered Form B. Participation was voluntary.

INTERVIEWING PROCEDURES - Top of the World Site

All traffic was tallied by the crew member stationed at the ferry line-up.

A special methodology was set up to accommodate travel parties staying in the territorial campground. These parties could be passing the survey site more than once and the possibility of double counting was evident.

The interviewer at the ferry line-up asked visitors in in-scope vehicles if the travel party had been approached before. If the answer was "yes", the vehicle was tallied as usual but an "x" was drawn over the stick indicator for that vehicle and the travel party thanked for their time.

If the response was "no", the travel party was asked if they would be exiting by the Top of the World Highway. A "no" response again was noted as an "x" across the stick indicator on the tally.

If the response was "yes", the travel party was then asked if they would be returning to the Yukon before returning home. If they answered "no" this indicated they were eligible for interview. The stick indicator on the tally would be circled and they were asked to participate in the survey.

Refusals were processed as usual, a Form A created with the core information and the reason for refusal noted, if given.

If they answered "yes" they were returning to the Yukon before returning home (circuiting), a square was drawn around the stick indicator on the tally sheet. This replaced the usual procedure of completing a Form A to question number six ("will you be returning to the Yukon before returning home?").

When an eligible travel party consented to an interview, the driver of the selected vehicle was instructed to watch for the flagperson at the other side of the river.

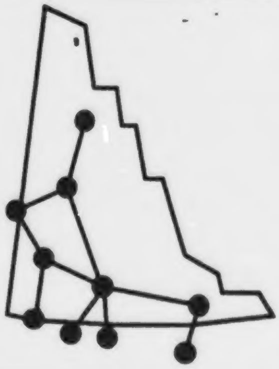
At the interviewing site, the crew placed pylons to indicate an interviewing area. The crew member acting as flagperson would direct the selected vehicle into the interviewing area and signal out-of-scope traffic to continue on their way.

Interviewing at this site was conducted using the same procedures as those used in all sites.

DEMPSTER HIGHWAY SITE

The methodology used at this site did not differ from other highway sites except in that the one crew member rotated in bus stints.

The season had been started with a three member crew (Stint Supervisor and two interviewers) at this site. Few vehicles exited via the Dempster Highway and the Stint Supervisor and one interviewer were sufficient crew for the site.



Tour Buses Survey Design

a. WHITEHORSE

CARRIER SELECTION

Tour bus passengers leaving the Yukon for the last time on the three major carriers, Grayline of Alaska (Westours), Royal Highway Tours (Princess Tours), Atlas Tours (Atlas package tours and charters), as well as Independent Carriers, were surveyed.

The majority of exiting tour bus passengers were carried by Grayline of Alaska (Westours) and Royal Highway Tours (Princess Tours). These companies scheduled regular tours through the Yukon between June and September.

A day trip from Skagway to Carcross was available from the major tour operators. Attempts to survey these visitors were unsuccessful. The Whitehorse crew travelled to Carcross to meet the tour and conduct interviews but the tour schedule left no time for interviewing as a lunch and show were scheduled during the stop and passengers had little free time. The option to ride on the bus during the trip to conduct interviews was not feasible because of insurance regulations (liability concerns).

It had been planned to locate a site in Beaver Creek but this was not possible due to the scarcity of available interviewers. Travel parties on tours scheduled to overnight in Beaver Creek were interviewed in Whitehorse with the additional night recorded and projected expenditures in Beaver Creek estimated by the respondent.

Passengers on the major carriers were mainly booked at the Sheffield Hotel and the Klondike Inn where a daily schedule was posted in the lobby by the tour company. The Stint Supervisor used these lists to select eligible tours to survey.

A schedule of reservation dates was obtained at the beginning of the season from the ten hotels where Independent Carriers were booked, the Sheffield Hotel, Klondike Inn, Regina Hotel, Stratford Hotel, Yukon Inn, Airline Inn, the T & M, the Taku Hotel, Whitehorse Centre Motor Inn, and the Gold Rush Inn.

These Independent Carriers were difficult to monitor. Hotels did not know the destination of the tours and there were many changes and cancellation in bookings. Many tours circuited through Alaska and returned to Whitehorse making them ineligible to survey when first encountered.

No firm schedule for surveying these Independent Carriers could be formulated. The passengers were interviewed when encountered at the major hotels, the Sheffield and the Klondike Inn. In addition, the Stint Supervisor contacted desk clerks at the alternate hotels the evening prior to stint days for bookings of Independent Carriers. When an Independent Carrier was booked at one of the hotels on stint day, at the start of the stint an interviewer would be assigned to visit the hotel . Eligible travel parties would be interviewed when encountered.

SITE SELECTION

The majority of interviews were conducted in the two hotels where the major tour companies stayed, the Sheffield Hotel and the Klondike Inn. Passengers from eligible independent tours were interviewed at these hotels and in the alternate hotels where they were booked.

A survey schedule was initially set up with two stints at the Sheffield Hotel alternating with two at the Klondike Inn. This schedule was not strictly adhered to as there sometimes was no eligible tour in the scheduled hotel. The Stint Supervisor checked the lists posted by the major tour operators in the hotel lobby at the start of the stint and, if no exiting tour was available, the crew would move to the other hotel where a tour was available.

A list of bookings by Independent Carriers was obtained from the ten selected hotels at the beginning of the survey in an effort to set up a rotating schedule.

We found it was not possible to formulate a firm schedule from the information available. The hotels rarely knew the destinations of the tours and there were many changes and cancellations.

The method used to select the tour group/carrier was for the Stint Supervisor to contact the desk clerk the evening prior to stint day and make a list of Independent Carriers booked at the hotel. The Supervisor or an interviewer would visit the hotel to contact the tour escort or bus driver, if possible, for information about the tour (carrier name, destination, tour length and origin, and the number of passengers boarded). When eligible travel parties were encountered, they were interviewed. Passengers were well informed and could supply core information when driver/escorts were not available.

SITE SET-UP

Interviews were conducted in hotel lobbies. Interviewers would circulate throughout the hotel lobby wherever bus passengers were congregating and approach travel parties to introduce the survey and identify eligible travel parties (those travelling on a coach leaving the Yukon for the last time).

Interviews would take place where the respondent felt most comfortable, standing in the lobbies, near the doorways of the hotel, or in the seating area in the lobbies. Some respondents would invite the interviewers to their table while the travel party had breakfast in the hotel restaurant.

STINT SCHEDULE

Interviewing days (stints) were selected on a random selection basis (see selection criteria and appended calendar). Seventy four (74) stints were scheduled between June 11 and September 23.

Stint times were from 6:30 a.m. to 9:00 a.m. Minor adjustments were made in the start time toward the end of the season to coordinate with later bus departure times, stints then would begin at 7:00 a.m.

Stints were alternated between the two hotels where the major tour companies were booked. The original methodology was to work two shifts at each primary hotel in turn. This was not feasible when there was no exiting tour at the scheduled hotel. The crew would then move to the other hotel.

Alternate hotels were surveyed when an eligible Independent Carrier was booked on stint days.

RESPONDENT SELECTION

At the start of each stint, the Stint Supervisor would create a list of eligible buses from those posted in the lobbies of the primary hotels by the major tour companies. The evening prior to stint day, the Stint Supervisor contacted desk clerks at the alternate hotels for bookings by Independent Carriers.

Interviewers approached tour passengers in the hotel lobbies to identify eligible travel parties from the listed tours. Passengers from selected tour buses were usually easily identified as most wore tags identifying their tour. The Stint Supervisor, or an assigned interviewer, would visit the alternate hotels when an Independent Carrier was known to be booked. The bus driver or tour escort was contacted, if possible, to determine the tour destination to identify in-scope tours. Passengers could also provide this information and eligible travel parties would be interviewed when encountered.

When passengers were approached, the screening question from the Form A was asked to identify exiting passengers. Interviews would be conducted with a spokesperson from the selected travel party (any eligible member fifteen years of age or over) to complete a Form A by interview. All eligible members of the travel party fifteen years of age or over were then asked to complete a self-administered Form B. Participation was voluntary.

If the travel party refused to be interviewed, a Form A was created with the control information recorded and the reason for refusal, if given. Control information included the name of the bus company/carrier, tour operator, origin and length of bus tour, name of the driver or escort, and the number of passengers boarded.

SITE CREW

The Whitehorse crew was selected from applications to the Canada Employment Centre with preference given to hiring local residents with previous interviewing experience.

Interviews were conducted in Whitehorse by the Project Manager and the Survey Coordinator with final verification and hiring of candidates by the Public Service Commission, Yukon Terrritorial Government.

The crew was comprised of one stint supervisor, two interviewers and one alternate interviewer.

The Stint Supervisor left for college at the end of July and one interviewer moved out of the territory in early August. The remaining interviewer was able to complete sufficient interviews and no additional crew members were hired.

The alternate interviewer worked the days following training to gain experience in the field and filled in when needed.

CREW TRAINING

The Whitehorse crew worked at both bus and airport sites.

Classroom training was approximately six hours based on the Interviewers' Manual and sample questionnaires detailing edit procedures. Additional time was spent in conducting mock interviews.

The Stint Supervisors' Manual and the Interviewers' Manual contained chapters outlining survey objectives, stint schedules, site and team transportation, bus procedures, site and job conduct and sample survey and administrative forms. The Stint Supervisors' Manual contained a special appendix outlining specific supervisory duties.

The Stint Supervisor was given instruction in his specific duties while the crew conducted mock interviews.

This training format, combined with the fact that all three members of the Whitehorse crew were experienced Statistics Canada interviewers, created a strong team which was able to function with minimal on-site supervision.

The Survey Coordinator accompanied the crew during the initial stints and periodically throughout the survey to monitor interviews.

CREW RESPONSIBILITIES

1. INTERVIEWERS

Conducted interviews with tour bus passengers on coaches exiting the Yukon for the last time.

Interviewers identified eligible travel parties by approaching bus passengers in hotel lobbies to introduce the survey and ask the screening question on the Form A.

The screening question asked whether the passenger was travelling on a selected carrier. The Stint Supervisor would have created a list of in-scope tours from the schedule posted in the lobby of the primary hotels by the major tour companies.

The evening prior to the stint, the Stint Supervisor would have contacted a desk clerk for information about Independent Carriers booked at the alternate hotels.

When an Independent Carrier was booked at one of the alternate hotels, the assigned interviewer would contact the bus driver or the tour escort, if possible, to obtain the core information (name of the carrier, destination, length and origin of the tour, and number of passengers boarded) and interview eligible travel parties when encountered. Passengers were usually able to provide the core information if the driver or escort could not be contacted.

The passengers were usually easily identified as most wore tags with the name of their tour.

The survey was introduced by reading the introduction on the Form A. Interviewers were instructed to read this introduction and all questions verbatim in order to ensure accuracy and consistency in interviewing. (see appended questionnaire)

When the travel party consented to be interviewed, the criteria for selecting a spokesperson was explained and a Form A was completed by interview. Any eligible member of the travelling party fifteen years of age or over could act as spokesperson.

A set of show cards was given to the respondent to select number answers for designated questions. A Yukon Territory schematic map assisted in tracing the travel route and identifying stops made during the trip. (see appended show cards and map)

All eligible members of the travel party, fifteen years of age or over, were asked to complete a self-administered Form B. Participation was voluntary.

If there was not enough time to complete a Form B, (interviewing time was limited because of the early departure time of some buses), interviewers recorded respondents' general comments and impressions on the Form A for transfer to a Form B at edit.

Forms B were retrieved and numbered to coordinate with the Form A for the travel party.

Bureau of Statistics Yukon Fact Sheets and Renewable Resources Yukon Wildlife Posters were offered to respondents. Toward the end of the season, Yukon Pins replaced the souvenir pens. The supply of pens had been depleted and it was not possible to replace them before the end of the survey. The pins proved to be very popular with the bus passengers.

The interviewers completed the control information (name of carrier, tour operator, origin and length of tour, number of passengers boarded, and the name of the bus driver or escort) on the Form A from the list created by the Stint Supervisor or from information provided by the respondent.

Interviewers checked each questionnaire for completeness and accuracy before the Supervisor gathered them at the end of the stint.

2. STINT SUPERVISOR

The Stint Supervisor was responsible for crew transportation and for stints starting on schedule.

Survey supplies were stored by the Stint Supervisor and issued to the crew at the start of each stint. Forms A were numbered at the first printing but not in subsequent printings. A number series was issued to the Stint Supervisor and a sufficient supply of Forms A were numbered prior to each stint.

The Stint Supervisor set up the schedule of hotels to visit on stint days. From the lists posted in the lobbies of the Sheffield Hotel and Klondike Inn by the major tour companies, the Stint Supervisor created a list of in-scope tours. If no exiting bus was in the hotel scheduled for that stint, the crew was moved to the alternate hotel.

The evening prior to stint day, the Stint Supervisor contacted the desk clerks at the alternate hotels for information about Independent Carriers booked at the hotels. Hotel staff did not know the destination of tours and when an independent tour was known to be booked, it was necessary for the Stint Supervisor to visit the hotel to obtain this information from the driver, tour escort, or passengers.

The bus driver or tour escort of the major carriers was contacted by the Stint Supervisor for information regarding the name of the tour carrier, destination, length and origin of tour, and number of passengers boarded. This information was provided to the interviewers to complete the control information on the Form A.

Each stint day, the Stint Supervisor created a master list of exiting buses with the number of passengers boarded (for statistical weighting purposes).

Completed questionnaires were edited and batched by stint, according to tour, by the Stint Supervisor. Work was delivered weekly to the Bureau of Statistics office.

Pay sheets completed by interviewers were checked and delivered to the Bureau of Statistics office to meet the Y.T.G. pay schedule.

The Whitehorse Stint Supervisor was not required to keep a daily diary. Regular reports were possible during visits to the office.

The Stint Supervisors was paid the regular six and a half hours per stint plus an additional hour each stint day for administrative time. A kilometerage fee was also paid for transporting the crew.

INTERVIEWING PROCEDURES

At the beginning of each stint, the Stint Supervisor consulted the schedule posted in the lobby of the primary hotels by the two major tour companies (Westours and Princess Tours) to create a list of buses exiting the territory from the hotel where the stint was scheduled that day.

These lists provided coach numbers, destinations, and departure times of buses allowing interviewers to target passengers from particular buses (passengers usually wore tags identifying their tour group). The departure time was significant as interviews were not to be conducted later than fifteen minutes prior to departure time.

The Stint Supervisor would contact desk clerks at the other hotels the evening prior to stint days and create a list of independent tours available.

At the beginning of the stint, the Stint Supervisor, or an assigned interviewer, would go to the hotel to contact the bus driver or tour escort, if possible, for information to identify eligible tours. Eligible travel parties were interviewed when encountered. Most passengers could supply the core information if the driver or escort was not available.

Interviewers would approach bus passengers in the hotels and ask the screening question on the Form A to verify that the travel party was with a selected carrier. The survey was introduced using the paragraph on the Form A. (see appended questionnaire) The introduction and questions were read verbatim to ensure accuracy and consistency in the interviews.

The passengers were usually encountered in the hotel lobbies, near the doorways of the hotels, or on their way to breakfast in the hotel restaurant. Interviews were arranged for after breakfast if time was not immediately available. Some travel parties invited the interviewers to join them at the table while they had breakfast.

Participation in the survey was voluntary. When the travel party consented to an interview, a selected spokesperson, fifteen years of age or over, completed the Form A by interview. Show cards were used for the respondent to select number answers for designated questions. A Yukon schematic map was used to assist the respondent to recall the stops made and the route taken on the trip. (see show cards and map appended)

Interviews with tour bus passengers went quite quickly as once the interviewer had learned the route and stops from one passenger from a particular tour, this information remained the same, and the interviewer needed only to confirm it with the next respondent from the same tour. Major carriers followed predetermined routes with few exceptions.

When the Form A had been completed, all eligible members of the travel party, fifteen years of age or over, were given a souvenir pen and asked to complete a self-administered Form B. Respondents were also offered a Yukon Fact Sheet and a Y.T.G. Renewable Resources Yukon Wildlife colouring poster. The supply of pens ran out toward the end of the season and were replaced with Yukon word-pins.

Interviewers could begin another interview or edit completed questionnaires while waiting to retrieve the completed Forms B.

Participation was voluntary. If a travel party refused to be interviewed, a Form A was created with the core information and the reason for the refusal noted. Very few respondents refused to be interviewed for any reason other than lack of time.

Interviewing time was very limited between the time the passengers came down to the lobby of the hotel and departure time. Most passengers allowed themselves only time for breakfast before departure, others did not come out of their rooms until just before departure time. Some travel parties would complete a Form A but did not have time to complete a Form B. The interviewer would then try to obtain some general comments concerning the Yukon portion of their trip to record on the Form A. These could later be transferred to a Form B as "comments only".

There were difficulties when interviewing respondents who did not understand the language or respondents with limitations such as poor eyesight or poor hearing (many tour bus passengers are elderly). These members of the travel party would often refuse to complete the Form B. The interviewer would offer to read the questions and record the answers for the individual on the Form B. If the respondent refused this assistance, some general comments concerning their Yukon trip were elicited, if possible.

The Stint Supervisor (or an assigned interviewer) contacted either the bus driver or tour escort with Independent Carriers to obtain information regarding tour destination, length, and origin of tour, and number of passengers boarded. It was sometimes necessary to get this information directly from the passengers of a tour as the driver or escort was not available. Passengers were usually very well informed and accurate in their information.

The major carriers posted part of this information on their lists in the hotel lobbies at the primary hotels. The lists gave the number of the coach, tour destination and departure time. The Stint Supervisor would contact the tour escort or bus driver to learn the length of the tour and the number of passengers boarded. The tour escort or bus driver were more accessible with the major carriers.

The passengers provided the tour origin as this could vary with the individual travel party - the tour could be joined at different points.

Each interviewer recorded the control information on the Form A to coordinate interviews of passengers from one tour.

Interviewers checked their work for completeness and accuracy before the questionnaires were gathered by the Stint Supervisor at the end of the stint.

The questionnaires were grouped according to tour and edited by the Stint Supervisor before they were submitted to the Coordinator. Work was delivered to the office on a prearranged schedule.

The Stint Supervisor compiled a master list of all buses exiting Whitehorse on stint days (used for statistical weighting).

b. DAWSON CITY;

CARRIER SELECTION

Tour bus passengers leaving the Yukon for the last time from Dawson City were surveyed at the Sheffield Hotel, Eldorado Hotel, Downtown Hotel, the Triple J Motel, and the Midnight Sun Hotel. The three major tour companies, Grayline of Alaska (Westours), Royal Highway Tours (Princess Tours), and Atlas (charter tours and Atlas package tours), carried the majority of passengers and accounted for most of the interviews.

Tour schedules were obtained by the Stint Supervisor from the local tour company offices weekly. These tours were mainly booked at the Sheffield, Downtown and Eldorado Hotels.

TOUR BUSES SURVEY DESIGN

Lists of bookings by Independent Carriers from June to September were obtained at the beginning of the season from all selected hotels. The hotel staff did not know the destinations of the tours at the time of booking and this, combined with cancellations and changes in bookings, made it impossible to formulate a schedule for interviewing these tours. The method devised was to have the Stint Supervisor contact the hotel staff the evening prior to stint day for a current list of tours at the hotel. An interviewer would be assigned to the hotel when an in-scope bus was booked.

SITE SELECTION

Three primary hotels were selected where the major carriers, Westours, Princess Tours, and Atlas were booked. Tour bus passengers at the Sheffield Hotel, Downtown Hotel, and the Eldorado Hotel were surveyed on a schedule set up by the Site Supervisor according to the location of exiting buses on stint days.

Alternate hotels, the Triple "J" Motel and the Midnight Sun Hotel, were surveyed when in-scope independent tours were booked.

SITE SET-UP

Interviews were initially conducted only in hotel lobbies. This created some logistical problems as lobbies are small and were crowded when buses were preparing to depart. A methodological change was made during the season to provide a six hour stint when interviews could be conducted wherever travelling parties were encountered throughout the town.

STINT SCHEDULE

Thirty-nine (39) randomly selected stint days were scheduled between June 16 and September 11. (see stint schedule appended)

Stints were scheduled between 6:30 a.m. and 9:00 a.m. but were modified toward the end of the season to coordinate with later bus departure times (starting at 7:00 a.m. rather than 6:30).

Most passengers scheduled their time before departure to allow only enough time for breakfast and some final preparation in their hotel rooms. This allowed little time for participation in the survey and limited the number of interviews that could be completed before departure times.

In July, in an effort to increase the response rate, the original schedule was modified to include a full day stint of interviewing (most tour groups spent at least two nights in Dawson City before exiting the territory). The Dempster Highway crew was reduced to two members, the Stint Supervisor and one interviewer, and on stints scheduled at this site, the third crew member worked a full day stint (6:30 a.m.to 1:00 p.m. or 1:00 p.m. to 7:00 p.m.) interviewing tour bus passengers.

To increase coverage of Independent Carriers, the Stint Supervisor was instructed to schedule bus stints on any day an in-scope tour was available.

RESPONDENT SELECTION

The Stint Supervisor obtained a weekly schedule of tours from the major tour companies. The evening prior to stint days, a desk clerk at the primary hotels was contacted for a list of tours booked at the hotel (a tour could be booked in more than one hotel). The Stint Supervisor would select a hotel to visit from this information.

The crew worked together at one of the selected hotels if only one tour was known to be exiting that stint day. If more than one in-scope tour was available, the Stint Supervisor or an assigned interviewer would go to the hotel where the second tour was booked. Distances between hotels were minimal and the crew could move easily from one hotel to another.

During the full day bus stints, the interviewer visited the hotels where tours were booked and also circulated throughout the town.

Interviewers approached tour bus passengers and asked a screening question to verify that they were passengers on an in-scope tour (a tour leaving the Yukon for the last time). Tour bus passengers were readily identified as they usually wore name tags supplied by their tour.

Participation in the survey was voluntary. When a travel party consented to an interview, they were asked to select a spokesperson from the eligible members fifteen years of age or over and a Form A was completed by interview. After the Form A was completed, all eligible members fifteen years or older were requested to complete a self-administered Form B.

If the travel party refused to participate, they were thanked for their time and a Form A was created with the core information and the reason for the refusal noted. Another travel party would then be approached and asked to participate.

SITE CREW

The crew was selected from applicants to the Whitehorse Canada Employment Centre and Dawson Outreach. Preference was given to local applicants.

Interviews were conducted in Dawson City by the Project Manager and Survey Coordinator with final verification and hiring of candidates by the Public Service Commission, Yukon Territorial Government.

The crew (one Stint Supervisor and two interviewers) worked at both the highway and bus sites.

The Stint Supervisor was an experienced Statistics Canada interviewer, a definite asset.

The crew members were fluent in several languages - French, Italian, Czechoslovakian, and Hebrew - an added bonus.

CREW TRAINING

Training was held in Dawson City with the Survey Coordinator as instructor. The crew was trained in both highway and bus procedures during approximately eight hours of classroom training based on the Interviewer's Manual and practice interviews.

The Stint Supervisor was given specific training in her particular duties while the interviewers conducted mock interviews.

The Stint Supervisor's Manual contained procedures for both highway and bus sites. Included was a foreword outlining the survey objectives, a stint schedule, site team and transportation information, highway and bus procedures, site and job conduct, and a chapter on administrative procedures. Sample survey and administrative forms were also included.

The Interviewer's Manual contained all the same information excepting the specific duties for Supervisors.

Sample questionnaires outlining edit procedures were distributed to the crew to be added to their manuals and used as reference when editing completed questionnaires. The survey had started at the other sites and some common errors in completing the questionnaires had been identified.

The crew was accompanied by the Survey Coordinator on the first stints to monitor the initial interviewing. The Survey Coordinator returned to Dawson City periodically throughout the summer to monitor field work.

CREW RESPONSIBILITIES

1. INTERVIEWERS

Conducted interviews with passengers on tour buses leaving the Yukon for the last time.

Travel parties were approached in and around the selected hotels, or wherever passengers congregated, and asked a screening question to determine whether they were travelling with a tour exiting the Yukon. During morning stints, interviewers approached travel parties in and around the selected hotels. During the day stints, the interviewer would visit the selected hotels and also circulate throughout the town.

The survey was introduced with the introductory paragraph on the Form A. Interviewers were instructed to read this paragraph and all questions verbatim in order to ensure accuracy and consistency in interviews. (see appended Form A)

When a travel party consented to be interviewed, they were asked to select a spokesperson from the eligible members fifteen years of age or over and a Form A was completed by interview. The spokesperson was given a set of show cards to assist in selecting number answers to designated questions. A schematic Yukon map was used to assist in tracing the route taken and stops made during the trip. (see appended show cards and map)

If the travel party refused to participate, a Form A was created with the control information (name of carrier, tour oper-ator, origin and length of the tour, number of passengers boarded, and the name of the driver or escort) and the reason for refusal, if given, was noted.

After the Form A was completed, all eligible members of the travel party were given a souvenir pen and asked to complete a self-administered Form B. Participation again was voluntary. If the respondents refused to complete a Form B, general comments made by the respondent were recorded on the Form A. These comments would be transferred at edit to a Form B as "comments only".

When it became evident at the beginning of the season that the primary reason for respondents refusing to complete a Form B was lack of time, interviewing procedures were modified to allow respondents to complete the questionnaires in their hotel rooms. The questionnaires were returned to the hotel desk clerk if they were not completed in time for pick-up during the stint. Envelopes were supplied to ensure confidentiality. This increased the response rate of Forms B.

Forms B were numbered to coordinate with the Form A for the travel party before they were distributed to respondents.

Core information for the bus driver/escort section of the Form A was obtained for the crew from the driver/escort by the Stint Supervisor during the morning stints. The interviewer working the day stint relied on the respondents to supply this information. Respondents were usually well informed and capable of supplying accurate information.

Questionnaires were edited for completeness and accuracy and gathered by the Stint Supervisor at the end of the stint.

When an interviewer worked alone during the full day stints, questionnaires were given to the Stint Supervisor at the start of the next stint.

2. STINT SUPERVISOR

Tour schedules were obtained from the local tour company offices weekly and the Stint Supervisor contacted desk clerks at the selected hotels the evening prior to stint days for a list of booked tours. From this information, the Stint Supervisor would select the hotel(s) to be surveyed.

The crew would meet at the selected hotel at the start of the stint and if no in-scope tour was available at the selected hotel, would move to a hotel where an eligible tour was available. The Stint Supervisor was responsible for stints starting on time.

The bus driver or tour escort was contacted at the start of each stint for information to complete the bus driver/escort section of the Forms A (interviewers working alone during the day stints were responsible for collecting this information).

Supplies were stored by the Stint Supervisor and distributed to the interviewers as needed.

The Stint Supervisor was responsible for ensuring questionnaires were completed accurately according to established procedures. Interviewers' work was monitored and direction was provided when necessary. Sample questionnaires outlining edit procedures and memos regarding methodology changes were provided for all crew members but the Stint Supervisor was finally responsible for quality control.

Completed work was collected at the end of each stint by the Stint Supervisor, edited, and batched by tour, in number order (Forms B batched with the Form A for the travelling party), placed in an envelope marked with the stint date, and boxed for shipment. Shipments were sent weekly by Norline Coaches to the Bureau of Statistics office, charges collect.

Interviewers' pay sheets were checked for completeness and accuracy and shipped with the completed work to coordinate with the Y.T.G. pay schedule.

A master list of all exiting buses with the numbers of passengers boarded was created each stint day for statistical weighting purposes.

The Stint Supervisor kept a daily diary which was sent with the weekly work to the Bureau of Statistics office.

The Stint Supervisor also reported by telephone to the Survey Coordinator on a prearranged schedule.

INTERVIEWING PROCEDURES

The Stint Supervisor obtained a list of exiting buses from two of the major tour companies, Westours and Princess Tours, weekly.

Lists of booking by Independent Carriers were obtained from the selected hotels, the Sheffield Hotel, Downtown Hotel, the Eldorado, and the Triple "J" Motel, at the beginning of the season.

The Stint Supervisor would contact all the selected hotels the evening prior to stint days and obtain a list of booked tours. From these lists, and the lists from the major tour companies, the Stint Supervisor selected the hotels to visit on stint day.

When an independent tour was booked at a primary or alternate hotel, the Stint Supervisor or an assigned interviewer, would visit the hotel at the start of the stint to contact the driver or escort to learn the destination of the tour. Passengers were also able to supply this information. Travel parties from in-scope tours would be asked to participate in the survey when they were encountered. If the tour was not in-scope, the interviewer would move to a hotel where an eligible tour was booked.

Most interviewing took place in hotel lobbies during morning stints. Travel parties were approached on their way in to breakfast in the hotel. Interviews took place then or appointments were made to meet after breakfast. During the full day stints, interviews were conducted wherever eligible travel parties were encountered throughout the town.

The Stint Supervisor contacted bus drivers or tour escorts, when possible, to ask the tour destination to identify in-scope tours. Passengers could also supply this information if the driver or escort was not available.

Passengers usually wore tags identifying their tour. This allowed interviewers to target the passengers on in-scope buses more readily.

Both questionnaires were completed at the time of interview early in the season. During morning stints, because of time restrictions, some respondents would not complete a Form B. When this became evident, procedures were modified to allow the respondents to take the Forms B to their hotel room to complete while finishing their preparations for departure. The interviewers supplied an envelope to ensure confidentiality and the forms were returned to the interviewer or left with the desk clerk to be picked up later. This increased the response rate of

Forms B.

During morning stints, interviewers worked together in one hotel or, when more than one bus was exiting, worked separate locations as assigned by the Supervisor.

Interviewers approached travel parties and introduced the survey using the introduction on the Form A. A screening question was asked to verify that they were passengers on buses exiting the Yukon for the last time. Interviewers were instructed to read the introduction and the questions verbatim to ensure accuracy and consistency in the interviews.

When consent was given for an interview, the travel party selected a spokesperson (any eligible member of the travelling party, fifteen years of age or over) and a Form A was completed by interview. The respondent was given a set of show cards and a schematic Yukon map. The show cards were used for selecting number answers for designated questions. The map assisted the respondent in tracing the route taken and the stops made during the trip. (see appended show cards and map)

Most tours stayed two nights in Dawson City. During the full day stint, some passengers were encountered on their first day in town. If respondents were interviewed prior to the second night spent in Dawson, the second night was recorded and expenditures for the second day were estimated by the respondent.

When the Form A was complete, all eligible members of the travel party fifteen years of age or over were given a souvenir pen and asked to complete a self-administered Form B.

Participation in the survey was voluntary. A Form A was created for every eligible travel party encountered. Reasons for refusals were recorded on the questionnaire.

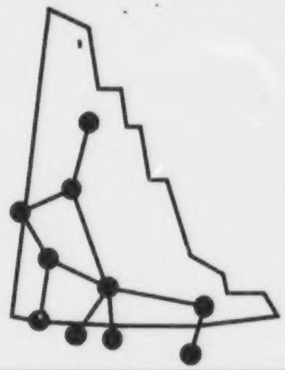
If a Form A was completed and respondents refused to complete a Form B, general comments made concerning the Yukon portion of their trip were recorded on the Form A for transfer as "comments only" on Form B at edit.

Respondents were also offered a Bureau of Statistics Yukon Fact Sheet and a Yukon Wildlife colouring poster. All souvenirs were well received.

Interviewers numbered the Forms B tc coordinate with the Form A for the travel party before issuing them to the respondents.

Questionnaires were edited for completeness and accuracy by the interviewer before being collected at the end of the stint by the Stint Supervisor.

Forms B left at the hotels were picked up from the desk clerk when the Stint Supervisor was collecting booking information the evening prior to stint days or by the interviewer working the daytime stint.



Grey Hound Bus Survey Design

Passengers leaving the Yukon on the daily scheduled trip southbound through Watson Lake were surveyed.

One member of the Whitehorse crew interviewed at the Bus Depot on regularly scheduled stint days between 11:00 a.m. and 12:00 noon.

Forty-nine (49) randomly selected stints were worked from June 20 to September 22, 1987. (see appended calendar)

Interviewing procedures were the same as those for tour bus passengers.

The interviewer circulated through the Bus Depot and asked a screening question to identify eligible travel parties (non-residents leaving the Yukon). A tally was kept on the Form A of Yukon residents encountered for statistical weighting purposes.

Passengers often purchased their tickets and left the Depot to return at departure time. Only a minority of passengers would spend time in the waiting area before departure time.

When an eligible travel party consented to an interview, they were asked to select a spokesperson fifteen years of age or older to complete a Form A by interview. The respondent was given a set of show cards to select number answers for designated questions and a Yukon schematic map to assist in tracing the travel route taken and stops made during their trip. (see appended show cards and map)

Participation was voluntary. If an eligible travel party refused an interview, they were thanked for their time and a Form A was created with the core information (name of bus company, tour operator, origin of bus, number of passengers, and name of the bus driver) and reason for refusal was recorded.

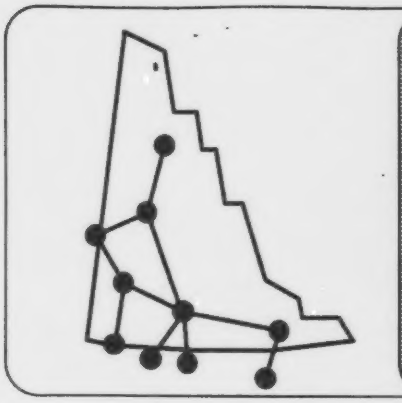
Eligible members of participating travel parties were given a souvenir pen and asked to complete a self-administered Form B. Participation again was voluntary. If the respondent refused to participate, general comments were elicited, if possible, and recorded on the Form A to be transferred to a Form B as "comments only". Forms B were numbered by the interviewer to coordinate with the Form A for the travel party.

Respondents were given a Bureau of Statistics Yukon Fact Sheet and a Yukon Wildlife Poster. Toward the end of the season, the supply of souvenir pens was exhausted and Yukon pins were substituted.

Questionnaires were edited for completeness and accuracy and given to the Stint Supervisor at the end of the stint.

A master list of the number of passengers boarded on all Greyhound buses (June 2 to September 22) and the number of passengers travelling past Watson Lake was created for statistical weighting purposes.

A tally was kept on a Form A of all out-bound Yukon residents encountered.



Air Survey Design

CARRIER SELECTION

The two scheduled flights of Canadian Airlines International were surveyed at the Whitehorse Airport Terminal.

SITE SELECTION and SET-UP

The main waiting area of the Whitehorse Air Terminal was used for interviewing.

Access was granted by the Airport Manager to the Security Area and ID badges were issued to the crew. This area was seldom used for interviewing as travel parties were less willing to agree to be interviewed in this setting. The area was less private and passengers seemed more distracted and more inclined to refuse an interview.

An area was provided by the Airport Manager in a booth next to the car rental area to store supplies and completed questionnaires during stints.

The cooperation and support of the Airport Manager was greatly appreciated.

STINT SCHEDULE

The stint schedule was the same as that for the Whitehorse tour buses. (see appended stint calendar and schedule selection criteria)

A total of seventy four (74) randomly selected days (stints) were worked between June 11 and September 23.

Two flights departed daily between June 11 and September 23 from the Whitehorse Airport. Stint times coordinated with departure times.

The Whitehorse crew worked a split shift. The early morning shift surveying bus passengers at the hotels was followed by a morning shift at the airport. The crew worked again in the afternoon surveying passengers leaving on the afternoon flight.

Flight 622 was surveyed between 9:00 a.m. and 10:15 a.m.
Flight 194 was surveyed between 4:45 p.m. and 6:15 p.m.

RESPONDENT SELECTION

Interviewers approached passengers in the airport waiting area and asked the screening questions on the Form A. (see appended questionnaire)

The screening questions identified travel parties on the selected carrier eligible for interview (non Yukon residents not returning to the Yukon before returning home) or non-eligible Yukon resident passengers. A tally of out-bound Yukon residents encountered was recorded on the Form A for statistical weighting purposes.

When an eligible travel party was encountered, the survey was introduced and the travel party asked to select a spokesperson (any eligible member of the travel party fifteen years of age or over) to complete a Form A by interview.

Participation was voluntary. If a travel party refused to participate, a Form A was created with the core information (the name of the air carrier and flight number) and the reason for the refusal was noted, if given.

When the Form A was completed, all eligible members of the travel party fifteen years of age or over were given a souvenir pen and asked to complete a self-administered Form B. Participation was voluntary.

For those who refused to complete a Form B, general comments made by the respondent regarding their Yukon trip were recorded on the Form A to be transferred at edit to a Form B as "comments only".

CREW SELECTION

The Whitehorse crew surveyed both bus and airport sites. The crew was selected from applicants to the Canada Employment Centre, Whitehorse, by the Project Manager and Survey Coordinator. Priority was given to local applicants with previous interviewing experience.

Candidates were interviewed in Whitehorse by the Project Manager and the Survey Coordinator. Final verification and hiring of candidates was by the Public Service Commission, Yukon Territorial Government.

The original crew was comprised of one Stint Supervisor and two interviewers with one alternate interviewer as back-up.

The Stint Supervisor left for college at the end of July and one interviewer moved out of the Yukon in early August. The remaining interviewer assumed the duties of Stint Supervisor and was able to complete sufficient interviews and no other staff was hired.

The alternate interviewer worked when back-up was needed.

CREW RESPONSIBILITIES

1. INTERVIEWERS

Interviewers approached passengers in the airport waiting area and asked them a screening question to identify eligible travel parties (non residents travelling on the selected carrier). Yukon residents encountered were asked how many persons were in their travel party and this number was entered on the top of page one of a Form A as a tally of Yukon residents encountered (for statistical weighting purposes). (see appended questionnaire)

When an eligible travel party was identified, the survey was introduced and the criteria for the selection of a spokesperson outlined (any eligible member of the travel party fifteen years of age or over). Interviewers were instructed to read the introduction and questions verbatim to ensure accuracy and consistency in interviews.

Participation was voluntary. If the travel party refused to be interviewed, a Form A was created with the core information including the name of the air carrier and flight number and the reason for the refusal was noted, when given.

When a travel party consented to an interview, show cards and a schematic Yukon map were given to the spokesperson and a Form A was completed by interview. The show cards allowed the respondent to select number answers to designated questions and the map assisted in tracing the trip route and identifying stops made during the trip. (see appended show cards and map)

When the Form A was complete, all eligible members of the travel party fifteen years of age or over were given a souvenir pen and asked to complete a self-administered Form B. Respondents were also offered a Bureau of Statistics Yukon Fact Sheet and a Yukon Wildlife Poster. The supply of souvenir pens was exhausted toward the end of the season and Yukon pins were offered. All of the souvenirs were very well received.

Forms B were numbered by the interviewer to coordinate with the Form A for the travel party. They were left with the respondent to complete and were returned to the interviewer or left on the seats in the waiting area to be picked up by the interviewer.

Participation was voluntary. If the respondents refused to complete a Form B, general comments were elicited, if possible, and recorded on the Form A to be transferred to a Form B as "comments only" at edit.

Air passengers presented some unique situations which challenged the interviewers' skills in obtaining Forms B. There were language barriers, passengers bidding good-bye to family and friends (often tearfully), and those who had very limited time before departure.

Interviewers would read the Form B to the respondents and record their answers which assisted those with language barriers and also those who had limited time. This helped increase the response rate.

The interviewers edited the questionnaires for completeness and accuracy before the end of the stint when the Supervisor gathered the completed work.

2. STINT SUPERVISOR

The Stint Supervisor was responsible for transporting the crew and assuring stints started on time at the Whitehorse Airport.

Stint Supervisors were responsible for organizing and dispensing supplies. When the supply of pre-numbered Forms A was exhausted, the Stint Supervisor numbered the forms before each stint from a number sequence issued by the Survey Coordinator.

Ensured interviews were conducted accurately and efficiently according to outlined procedures.

Conducted interviews with eligible travel parties.

Collected completed work at the end of each stint.

Edited work for completeness and accuracy before submitting it to the office on a schedule arranged with the Survey Coordinator.

INTERVIEWING PROCEDURES

At the start of the stint, the three member crew divided the waiting area into three sections with each interviewer circulating in their own area. When the crew was reduced to a lone interviewer later in the season, the interviewer circulated throughout the waiting area to ensure a good sample of passengers in the terminal at that time (passengers tended to group in types - businessmen, families, tours, etc.).

The screening question on the Form A was asked to identify eligible travel parties (non residents travelling on the selected carrier) willing to participate and a Form A was completed by interview with a spokesperson fifteen years of age or over.

Show cards were used to allow the respondent to select number answers for applicable questions. A schematic Yukon map was used to assist the respondent in tracing the travel route and identifying stops made during the trip. (see appended show cards and map)

All eligible members of the travel party fifteen years of age or over were given a souvenir pen and asked to complete a self-administered Form B. Yukon Wildlife Posters and Bureau of Statistics Yukon Fact Sheets were also offered to participating travel parties. These souvenirs were very well received. The supply of souvenir pens was exhausted toward the end of the survey and replaced with Yukon pins which were very popular.

It was sometimes necessary to read the questionnaires to respondents because of language barriers. There were a number of foreign passengers encountered and, in order to get a fair sampling of visitors, the time was taken to get this information by interview. The interviewers also offered to read and record answers for those with limited time or for respondents who were reluctant to participate.

Participation was voluntary. If the respondent was unwilling to complete a Form B, general comments were elicited and recorded on the Form A and transferred at edit to a Form B as "comments only".

If an eligible travel party refused to participate in the survey, a Form A was created and the core information on the top of page one completed. (see appended questionnaire) The reason for the refusal was recorded when given.

A tally of out-bound Yukon residents encountered was entered on a Form A.

When three interviewers were working in the waiting area, it was sometimes difficult to keep an accurate count of Yukon passengers encountered. Passengers tended to move around in the waiting area and could therefore be counted by more than one interviewer.

Various methods of accurate counting were devised including remembering to ask the passenger if they had been approached by another interviewer. This proved to be the most effective, though double counting could still occur when one member of the travel party was encountered by one interviewer and a different member by a second interviewer.

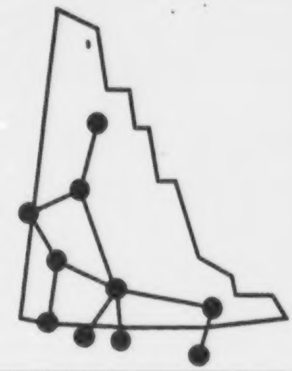
The interviewers monitored this as closely as possible. This was not a problem when there was one interviewer working.

The movement by passengers sometimes also resulted in Forms B not being returned. Most respondents were responsible enough to seek out the interviewer to return the forms or they were left on the seats. Some, however, were not returned.

The most effective interviewing time was approximately an hour to half an hour before departure time. Passengers in the waiting area an hour before departure were usually very willing to participate.

It was impossible to interview once passengers from an arriving aircraft began to enter the waiting area. It was also found to be impossible to conduct interviews while passengers were in line-ups.

The interviewers edited the questionnaires for completeness and accuracy before the Stint Supervisor gathered them at the end of the stint.



Field Staff Control

COMMUNICATION

A schedule was arranged at the training sessions for weekly telephone reporting by Stint Supervisors to the Survey Coordinator.

Communication was extremely good throughout the survey. Supervisors were very responsible and reported faithfully.

Daily diaries were kept by each supervisor and submitted weekly with the completed work. These proved to be a great asset and kept the Coordinator apprised of daily conditions on site. They were valuable in relating weather conditions to numbers of interviews, relating differing attitudes of respondents - reasons for refusals and response rates of Form B.

Completed work was edited by the Coordinator and when recurrent edit errors were identified, sample questionnaires were prepared detailing correct entries. Stint Supervisors would instruct field staff in more efficient edit procedures as outlined in these sample questionnaires or in the memos that were prepared for all instructions.

FIELD STAFF CONTROL

Changes in methodology or updates in edit procedures were always given to Stint Supervisors in written form even when verbal instruction had been given. Supervisors were instructed to file these memos in their manual binders after advising crews of the content. It then became their responsibility to monitor the crew's adherence to the changes.

Regular visits to each site were made by the Survey Coordinator on a rotating basis. Reports of observations made at visits were sent to the Site Supervisors.

During visits, time was spent on site with the Site Supervisor and each interviewer discussing the job and reviewing interviewing and editing procedures. Conscious effort was made to bolster morale on site by reinforcing positive findings at every visit.

Supplies were taken to the sites during these visits and work picked up which saved shipping costs.

SHIPPING

Schedule and shipping methods were coordinated by the Survey Coordinator and outlined at the training session for each area.

Work was sent from Watson Lake and Cassiar sites by Greyhound Bus. Shipments from these sites were combined to save costs.

Bove Island work was delivered by the Site Supervisor to the office. A kilometerage rate was paid for this travel.

Kathleen Lake/Kluane Lake sites sent work by Frontier Freightlines.

Dawson City used Norline Coaches.

Whitehorse work was delivered to the office by the Site Supervisor.

Costs were closely monitored and alternate methods used whenever possible, e.g. Supervisors would deliver work if in town on other business (no payment was given for this service), or the Coordinator would pick up work when visiting the sites.

All costs were billed to the office.

PERSONNEL

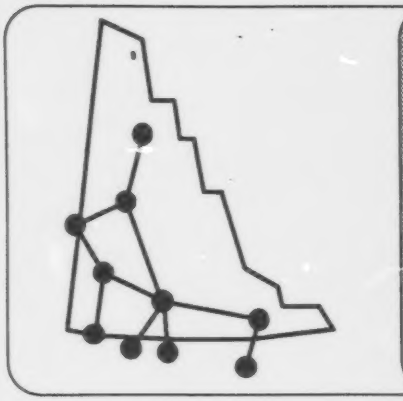
Each Supervisor kept to the assigned schedule of shipping and reporting without exception. A truly commendable record. Supervisors proved to be responsible in all duties.

Staff turnover was minimal. All resignations, except one, were for changes in personal circumstances - leaving the territory or securing full time work.

Crews were from very diverse backgrounds. University students, a musician, an artist, two females who run dog teams in the winter, and housewives were amongst the staff.

Several members were bilingual and at least two, multilingual. Surveys were conducted in French, German, Czech, and one in Hebrew.

Staff morale was consistently high. Snow in late August, bugs, much poor weather, and constantly windy conditions in some sites, were tolerated with good humour. Watson Lake tally sheets were submitted covered in cartoon drawings and humorous commentary. Crew members always had humourous anecdotes to relate when visited on site. Not one instance of anything but pleasant attitude was ever related about any crew member. Even the most difficult of respondents were dealt with courteously. The survey was generally very well received by the public and the instances of difficult respondents were minimal.



Operation Summary

SITE SET-UP - Highways

Huts provided a focal point and storage area for sites at Watson Lake and Cassiar, Bove Island, and Kathleen Lake. Vehicles were used for shelter as huts provided little protection from the weather. Watson Lake crew attached shelves and hooks for hanging pens in their shelter. All sites made good use of the area for storage.

Huts were undamaged throughout the season except for broken plexiglass windows. These were not repaired as they did not affect the appearance of ths huts to any degree.

Some hitchhikers did use the huts for sleeping and crews would find them there at the start of a stint.

The other sites used the Supervisor's vehicle for shelter and storage of supplies.

Permanent signs erected at Watson Lake, Cassiar, Bove Island and Kathleen Lake were not highly visible because of colour.

Signs were covered with garbage bags at the end of each stint. These often tore or were blown off. The terrain at the Bove Island site necessitated the signs be installed too high to cover without a ladder. This was a safety hazard.

Portable signs used at Kluane Lake and Dawson City were more visible and proved more practical.

Traffic was speeding in the opposite lane at the Cassiar site and it was necessary to erect an additional caution sign. This was effective in slowing traffic approaching in the opposite lane.

Signs stating "Non-Yukon Passenger Vehicles Prepare to Stop" along with portable signs might be a better choice in future surveys.

The lack of toilet facilities at the sites was a problem. It was noted that the areas were being fouled by travellers using the area around the sites as rest stops even though facilities were not available.

More rest stops with toilet facilities are definitely needed for the travelling public.

EQUIPMENT

A properly structured Stint Diary should be issued to the Site Supervisors. Notebooks were used for this purpose. A format using a carbon would allow the Stint Supervisor to keep a copy and submit one to the Survey Coordinator.

The souvenir pens, the Yukon Wildlife Posters, and the Yukon Fact Sheets, given to the respondents were very well received. When the original supply of pens ran out, Yukon word-mark pins in bronze, silver and gold, and pins with a miner gold panning were offered. These were used most in Whitehorse and were very popular with bus and air passengers.

Translations of the questionnaire in German and French would be useful, especially in surveying airline passengers. Dawson City interviewers also encountered many tourists who would benefit from questionnaires in different languages. Bilingual interviewers proved to be a definite asset.

TRAINING

Highway crews from Watson Lake, Cassiar, Bove Island, and Kathleen Lake were trained in Whitehorse. This was appreciated by these crews as it provided a day in "the big city" and allowed the crews to meet one another.

The expense of this type of training is greater but worthwhile. The resource people who are able to attend the sessions provide valuable input. The staff starts with a feeling of being part of a team and the group discussion is valuable.

One drawback was the lack of time for practice interviews during classroom training. Heavy rain unfortunately shortened the interviewing time at the practice highway site.

The separate training sessions that took place later for the Whitehorse and Dawson City crews benefitted from the experience of this initial training and the work that had started on the highway sites. Sample questionnaires were prepared and distributed with an edit format outlined. More time was available for practice interviewing. Three of the four Whitehorse crew and the supervisor in Dawson City were experienced Statistics Canada interviewers. This is a definite benefit and makes for a good learning situation and a strong start to the survey.

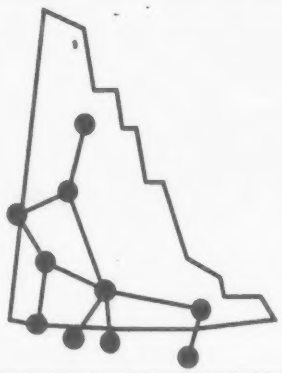
Supervisors would benefit from a special session at training devoted to edit procedures. Sample questionnaires could be issued as were sent to the field after the survey started and edit had begun. These would outline common areas of error and include guidelines for accuracy.

SITE CONDUCT

Stint Supervisors were diligent in their duties and site conduct was well controlled. Staff members acted responsibly.

It was noted that the mix of young crew members with a more mature site supervisor was beneficial.

Frequent and regular reporting combined with regular on-site visits sustained staff morale and maintained good control throughout the survey.



Questionnaire Coding Part A

The following codes were used to calculate responses on the Form A questionnaire:

Question 1. What country are you from?

(If from Canada ask for prov.) Canada Prov. = 1_ _ (Y.T. = 112)

Nfld. = 01
N.S. = 02
P.E.I. = 03
N.B. = 04
Que. = 05
Ont. = 06
Man. = 07
Sask. = 08
Alta. = 09
B.C. = 10
N.W.T. = 11
Y.T. = 12

(If from U.S.A. ask state) U.S.A. state = 2_ _ (Alaska =201)

AK = 01
AL = 02
AZ = 03
AR = 04
CA = 05
CZ = 06
CO = 07
CT = 08
FL = 11
GA = 12
HI = 13
ID = 14
IL = 15
IN = 16
IA = 17
KS = 18
ME = 21
MD = 22
MA = 23
MI = 24
MN = 25
MS = 26
MO = 27
MT = 28
NH = 31
NJ = 32
NM = 33
NY = 34
NC = 35
ND = 36
OH = 37
OK = 38
RI = 41
SC = 42
SD = 43
TN = 44
TX = 45
UT = 46
VT = 47
VA = 48
WI = 51
WY = 52

QUESTIONNAIRE CODING PART A

DE = 09 KY = 19 NE = 29 OR = 39 WA = 49

DC = 10 LA = 20 NV = 30 PA = 40 WV = 50

The above codes will be collapsed to the following REGIONS at weighting:

Canada:
1. B.C.
2. Alta.
3. Sask./Man.
4. Ont.
5. Que.
6. Atlantic = N.S., N.B., P.E.I., Nfld.
7. N.W.T.

United States:

8. Alaska
9. Pacific = Wash., Ore., Calif.
10. Mountain = Montana, Idaho, Wyoming, Nevada, Utah, Colorado, Ariz., New Mexico.
11. WN Central = N.D., S.D., Minn.,Neb.,Iowa, Kansas, Missouri
12. WS Central = Oklahoma, Arkansas, Texas, Louisiana.
13. EN Central = Wisconsin, Mich., Indiana, Ill., Ohio.
14. ES Central = Kentucky, Tenn., Alabama, Mississippi.
15. Mid Atlantic= N.Y., Penn., New Jersey.
16. S Atlantic = West Virginia, Maryland, D.C., Delaware, Virginia, N.C., S.C., Georgia, Florida.
17. New England = Vermont, N.H., Maine, Conn., Mass., R.I.
18. Hawaii/Other= Hawaii, Canal Zone.

(If from another country, ask name of country)

Australia	= 01	S. Africa	= 10	Ireland	= 19
England	= 02	Israel	= 11	Argentina	= 20
W. Germany	= 03	Belgium	= 12	Hong Kong	= 21
New Zealand	= 04	France	= 13	Czech.	= 22
Japan	= 05	Sweden	= 14	Italy	= 23
Switzerland	= 06	Mexico	= 15	Finland	= 24
Denmark	= 07	Thailand	= 16	Austria	= 25
Brazil	= 08	Scotland	= 17	Luxembourg	= 26
Holland	= 09	Norway	= 18	Morocco	= 27
				Bahamas	= 31

Question 2. How many people including yourself are travelling together (sharing expenses, experiences or decisions)?

Number

Question 3. How many different households are represented in this party?

Number

Question 4. How many people in your travel party are in each of these age categories? (Are they male or female?)

under 15 = 0	30 to 39 = 3	60 to 65 = 6
15 to 19 = 1	40 to 49 = 4	66 to 69 = 7
20 to 29 = 2	50 to 59 = 5	70 to 74 = 8
		75+ = 9

Male = 1 Female = 2

(Male, age 29 = Age 2; Sex 1)

Question 5. Are you (and your party) travelling primarily for business or for pleasure?

Number

(if for business or both ask.......)

Which of the reasons listed on this card best describes the primary purpose of this trip? (see appended business/pleasure categories cards)

Number(s)

(if for pleasure or both ask........)

Which of the reasons listed on this card best describes the primary purpose of this trip?

Number(s)

Question 6. Do you (and your party) intend to return to the Yukon before returning home? Number

(if yes (1) END)

Question 7. Thinking about your entire trip since leaving home, what was your main destination? (if more than one, name the place farthest from home)

Code using the table in Question 1:

1 _ _ Canadian Province code (Yukon = 112)
2 _ _ U.S. State (Alaska = 201)
*3 _ _ Yukon Locations (Arctic Circle = 320)
**4 _ _ Alaska Locations
***5 _ _ other country (Italy = 523)

*YUKON LOCATIONS use the prefix 3 combined with the community number from the schematic Yukon map.

Added Locations:

Arctic Circle/Eagle Plains = 20
Destruction Bay = 21
Elsa/Keno = 22
Tombstone Mountains = 23
Kluane = 24
Jake's Corner = 25
Tagish = 26

Dease Lake = 29
Rancheria = 30
Pelly Crossing = 31
MacMillan Pass = 32
Burwash = 33
Chilkoot Pass = 34
Yukon River = 35
Quiet Lake = 36

** Alaska Locations: 401 - S.E. Alaska; 402 - S.W. Alaska;
403 - Central Alaska; 404 - North Alaska;
419 - Tok.

*** OTHER COUNTRY changes prefix from 3 (in question 1) to 5. Last two digits as per list in question number 1.

QUESTIONNAIRE CODING PART A

Added locations: South America = 500
Europe = 500
North America = 502
Canada = 503

Question 8. In total, how many nights have you been away from home?

Number

Question 9. How many of these __ nights did you spend in the Yukon?

Number

How many of these __ nights did you spend in Alaska?

Number

Question 10. I would like to trace on my map the highway route(s) you have travelled. (Respondent was handed a schematic Yukon map showing the major highways and tourist zones -see appended map)

Entry/exit = 00
Tuk = 01
Inuvik = 02
Dawson City = 03
Beaver Creek = 04
Carmacks = 05
Mayo = 06
Haines Junction = 07
Whitehorse = 08
Carcross = 09
Haines = 10
Skagway = 11
Atlin = 12
Teslin = 13
Ross River = 14
Tungsten = 15
Watson Lake = 16
Cassiar = 17
Fort Nelson = 18
Tok = 19
Arctic Circle = 20
Faro = 27
Old Crow = 28

Circuit travel pivot points = 10, 11, 17, 18, and 19.

Entry/exit points = 01, 02, 03, 04, 08 (air, bus), 10, 11, 16, and 17.

The following codes were used when the trip deviated from the usual routes through the communities which are numbered on the map. This occurred primarily in air and river trips, and trips to work camps (mining, etc.), and recreational fishing/hunting camps.

Bush camps = fish/hunt = 96
work = 98

Air trips = 80
River trips = 90 (detail in notes)

Destruction Bay = 21
Elsa/Keno = 22
Kluane = 24
Jake's Corner = 25
Tagish = 26
Dease Lake = 29

Rancheria = 30
Pelly Crossing = 31
MacMillan Pass = 32
Burwash Landing = 33
Chilkoot Trail = 34
Yukon River = 35
Quiet Lake = 36

Highway traffic entering the Yukon at Watson Lake and travelling to Alaska via Dawson City, returning through Tok, Alaska, and exiting through the Cassiar highway site would be coded:

(00 16) (16 13) (13 08) (08 05) (05 03) (03 19) (19 04) (04 07)
(07 08) (08 13) (13 17) (17 00)

An air trip from Whitehorse to Old Crow, from Old Crow by air to a hunting camp, from the camp to Old Crow, and returning again to Whitehorse would be coded:

(00 08) (08 80) (80 28) (28 96) (96 80) (80 28) (28 80) (80 08) (08 00)

A river trip from Whitehorse down the Yukon River to Dawson City, returning by car, would be coded:

(00 08) (08 35) (35 03) (03 05) (05 08) (08 00) (interviewers made notes on the questionnaire explaining the transportation methods used).

Question 11. Using this map as a reference, would you tell me if you (and your party) visited the following tourist areas? (see appended map)

11(a) How many nights did you spend in? (read name of each area listed)

Yes = 1 - enter number of nights (right justify)
(Community number (from map) entered in boxes right margin)

No = 2

11(b) Please look at the accommodation card. (see appended accommodation card) What type of accommodation did you mainly use in ________ (read area overnighted). (repeat for each area visited overnight)

Accommodation Code

11(c) Would you happen to recall the name of the place that you stayed (or visited with friends or relatives) in ________? (read area overnighted) (repeat for each area visited overnight)

Write in name of location or place.

e.g. Travel party spending two nights in Watson Lake in the Watson Lake Hotel would be coded:

1. Watson Lake - VISITED = "yes" circled: NIGHTS = 002; ACCOMMODATION = 05; LOCATION or PLACE = "Watson Lake Hotel"; right margin boxes = 16/1625.

PLACE CODES from the following table were entered in the second column of boxes right margin (four digits were recorded -only two boxes provided on questionnaire).

QUESTIONNAIRE CODING PART A

1. WATSON LAKE

1601	Watson Lake Campground	1620	Contact Creek Lodge
1602	Big Creek Campground	1621	Iron Creek Lodge
1603	Rancheria Campground	1622	Alcan Motel
1604	Morley R.V. Park	1623	Cedar Lodge Motel
1611	Campground Services	1624	Gateway Motor Inn
1612	Downtown R.V. Park	1625	Watson Lake Hotel
1613	Green Valley Trailer Park	1626	Upper Liard Motel
1614	Junction 37 Services	1627	Rancheria Motel
1615	Ike's Island	1628	The Message Post
1616	Rainbow Inn	1629	Morley River Lodge
1617	Husky Services	1630	Bed & Breakfast
		1640	Belvedere Hotel

2. WHITEHORSE/TESLIN

WHITEHORSE

800	Marsh Lake Campground	815	MacKenzie Trailer Pk.
801	Robert Service Campground	820	Crystal Palace
802	Takhini River Campground	821	Airline Inn
803	Kusawa Lake Campground	822	Airline Chalet
804	Aishihik Lake Campground	823	Capital Hotel
805	Lake Lebarge Campground	824	Casa Loma Motel
806	Fox Lake Campground	825	Chilkoot Hotel
807	Twin Lakes Campground	826	Edgewater Hotel
808	Wolf Creek Campground	827	Fort Yukon Hotel

810	Lakeview Resort & Marina	828	Gold Rush Inn
811	Sourdough Country R.V. Park	829	Klondike Inn
812	Sourdough City R.V. Park	830	Bed & Breakfast
813	Pioneer Trailer Park	831	Gold Panner
814	Takhini Hot Springs	832	4th Ave. Residence

840	New North Motel	846	Taku Hotel
841	98 Hotel	847	Trails North Motel
842	Regina Hotel	848	Whitehorse Centre Htl
843	Sheffield Hotel	849	Yukon Inn
844	Stratford Hotel	850	Kopper King Motel
845	T & M Hotel	851	Braeburn Lodge

TESLIN

1301	Teslin Lake Campground	1313	Johnson's Crossing
1302	Squanga Lake Campground	1314	Mukluk Annie's
1303	Quiet Lake Campground	1320	Yukon Motel
1311	Teri Tori Campground	1321	North Lake Motel
1312	Halstead's		

3. CARCROSS/TAGISH

901	Carcross Community Campground
921	Caribou Hotel
922	Carcross Valley Services
923	Spirit Lake Lodge
930	Bed & Breakfast

4. BEAVER CREEK/KLUANE

BEAVER CREEK

401	Customs Campground
411	Farwest Gulf Campground
421	Alas/Kon Border Lodge
422	Marvin's Roost
423	Ida's Motel

KLUANE/HAINES JUNCTION

701	Pine Lake Campground
702	Congdon Creek Campground
703	Lake Creek Campground
704	Snag Creek Campground
705	Million Dollar Falls
706	Kathleen Lake Campground
711	Cottonwood Park
712	Kluane Lake R.V. Park
713	Kluane Wilderness Village
723	Mother`s Cozy Corner
724	Talbot Arms
725	Pine Valley Motel
726	Stardust Motel
727	MacIntosh Lodge
729	Kluane Lake Lodge
741	Bayshore Motel
742	Burwash Ldg. Resort
743	Koidern Fish Lodge

714	Kluane Wilderness Lodge
720	Mountainview Motor Inn
721	Gateway Motel
722	Kluane Park Inn
744	Bear Flats Lodge
745	White River Lodge
746	Golden Eagle
747	Kathleen Lake

5. CARMACKS

501	Carmacks Campground
502	Tatchun Creek Campground
503	Tatchun Lake
504	Minto Landing Campground
505	Ethel Lake Campground
511	Pelly Crossing Cmpgr.
521	Carmacks Hotel
522	Sunset Motel
523	Midway Lodge

6. ROSS RIVER

1401	Simpson Lake
1402	Frances Lake
1403	Lapie Canyon
1404	Fisheye Lake
1405	Drury Creek
1406	Little Salmon Cpgrd.
1407	Frenchman Lake
1421	Welcome Inn
1423	Little Salmon Lodge

7. MAYO

601	Moose Creek Campground
602	Mayo Road Campground
603	Five Mile Lake Campground
611	Whispering Willow R.V. Park
621	Stewart Crossing
622	Moose Creek Ldge.
623	North Star Motel

8. DAWSON AREA

301	Klondike River Campground
302	Yukon River Campground
311	Guiggieville R.V. Park
312	Gold Rush Campground
330	Bed & Breakfast
320	Mary's Rooms
321	Klondike Kate's
322	Klondike River Lodge
323	Downtown Hotel
324	Eldorado Hotel
325	Gold Nugget Motel
326	Midnight Sun Hotel
327	Sheffield Hotel
328	Triple "J" Motel
329	Whitehouse Cabins
340	Westminster Hotel
341	Robert Service Cabins

9. DEMPSTER AREA

201	Tombstone Mountain Campground
202	Engineer Creek Campground
203	Richardson Mountains Campground
204	Peel River
221	Eagle Plains Hotel

10. OLD CROW AREA

Community code entered - (28)

11. INUVIK, N.W.T.

Community code entered - (02)

12. ATLIN, B.C.

1201	Snafu Lake Campground
1202	Tarfu Lake Campground
1221	Atlin Inn
1222	Kirkwood Cottages
1223	Lakeview Motel

In addition to the place codes, LOCATION CODES were entered in the right hand margin.

01 = Tuk
02 = Inuvik
03 = Dawson City
04 = Beaver Creek
05 = Carmacks
06 = Mayo
07 = Haines Junction
08 = Whitehorse
09 = Carcross
10 = Haines,Al.
11 = Skagway
12 = Atlin
13 = Teslin
14 = Ross River
15 = Tungsten
16 = Watson Lake
17 = Cassiar
18 = Fort Nelson
19 = Tok
20 = Dempster Area
21 = Destruction Bay
22 = Elsa/Keno
24 = Kluane
25 = K.O.A.
26 = Tagish
28 = Old Crow
32 = Mac Pass
33 = Burwash Ldg.
34 = Chilkoot
35 = Yukon River

96 = bush camp - work
97 = roadside
98 = bush camp - fish/hunt

*Interviewers were instructed to circle the community visited where there were two listed (Whitehorse/Teslin). The location then could be coded (Whitehorse circled = 08). If no choice was indicated, no location code was entered.

A visit to Whitehorse with the travelling party overnighting in the Sourdough City R.V. park would be coded:

08/812

A visit to Dawson City with the travelling party overnighting in the Downtown Hotel would be coded:

03/323

A night spent by the roadside in the Mayo area was coded:

06/97

Question 12. When was the decision made to visit the Yukon?

(probes)

Was the decision made within the last two years? = 02

Was the decision made within the last year? = 01

Was the decision made within the last 6 months? = months

Was the decision made during your trip? = 00

Response "many years ago/ long time ago" = 99

Response "passing through" = 00

Question 13. In planning your trip, did you (or any member of your party) try to obtain information about the Yukon?

Yes = 1

No = 2

(if YES then ask......read list) Yes = 1

No = 2

Question 14. During your trip, did you (or any member of your party) try to obtain travel information about the Yukon?

Yes = 1

No = 2

(if YES then ask......read list) Yes = 1

No = 2

Question 15. Was this trip part of a package, where your travel expenses such as air fare, bus transportation, or accommodation, were paid for in whole or in part before arriving in the Yukon?

Yes = 1

No = 2

(if YES, then ask specifically about the prepaid costs)

Were destinations other than the Yukon included in the package cost?

Yes = 1

No = 2

What was the approximate cost of the total package?

Amount

What did the package include? (read each)

air fare Yes = 1

No = 2

ground transportation Yes = 1

No = 2

accommodation Yes = 1

No = 2

Would you happen to know the approximate cost, prepaid for the Yukon portion of the package? Yes = 1

No = 2

(if YES, then ask......)

What was the approximate cost of the Yukon portion of the package? Amount

Question 16. Now please look at the expenses card (see appended card) and give your best estimate of all the spending while in the Yukon by your party, in each of these categories. Remember to include all spending in the Yukon whether paid for by cash, travellers cheque or credit card.

Please do not include (any prepaid expenses or) spending in Alaska or British Columbia, or the cost of transportation to or from the Yukon. (read each category)

Amount

If respondent is unwilling to or cannot give breakdown of expenditures, attempt to determine TOTAL spending while in the Yukon. YUKON TOTAL Amount

(if no breakdown given)

*In the OTHER category, a write-in category to include service costs such as vehicle rental was added to separate costs for services from those for retail products which were included in the regular OTHER costs.

Question 17. What would you say was the approximate total cost of your party's transportation to the Yukon? Amount

Question 18. What would you say will be the approximate total cost of your party's entire trip from the time you expect to return? (Please include any prepaid expenses.)
Amount

If the party is NOT from Alaska and has indicated that they visited Alaska, ask ....)

What would be your best estimate of the amount of money your party spent while visiting Alaska?

Amount

Question 19. What currency are your cost estimates in?

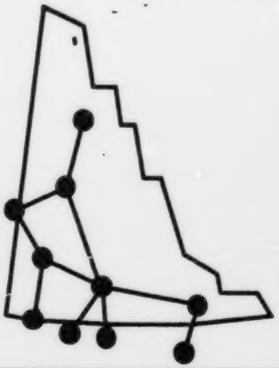
Canadian = 1

American = 2

Other (please specify) = 3

*Interviewers were instructed to try to gather costs in one currency if possible. If the respondent was only able to give spending in Alaska in American dollars and spending in Canada in Canadian dollars, the currencies were coordinated by converting to Canadian dollars using the current exchange rate.

The same method was used to convert other foreign currencies when costs were given in francs, marks, etc.



Questionnaire Coding Part B

Form B was numbered by the interviewer to coordinate with the Form A for the travelling party.

Coding of the Form B:

Question 1. For each statement on this page, circle the number that best describes how important that reason was when you were deciding to visit the Yukon.

Number

Question 2. For each of the following activities, circle the number to indicate whether or not you participated in it, and for those in which you participated, please circle the number that best represents how satisfied you were. If you happen to recall, please indicate where the activity took place.

Number in provided boxes.

"WHERE" locations were coded in the margin using the following table:

QUESTIONNIARE CODING PART B

Four digits coded. Prefix 1 = B.C.
3 = Yukon
4 = Alaska

001 = Tuk
002 = Inuvik
003 = Dawson City
004 = Beaver Creek
005 = Carmacks
006 = Mayo
007 = Haines Junction
008 = Whitehorse
009 = Carcross
010 = Haines, Alaska
011 = Skagway
012 = Atlin
013 = Teslin
014 = Ross River
015 = Tungsten
016 = Watson Lake
017 = Cassiar
018 = Fort Nelson
019 = Tok
020 = Dempster Area

021 = Destruction Bay
022 = Elsa/Keno
024 = Kluane
025 = K.O.A.
026 = Tagish
028 = Old Crow
032 = Mac Pass
033 = Burwash Ldg.
034 = Chilkoot Trail
035 = Yukon River
036 = Quiet Lake
037 = Klondike Loop
038 = Golden Circle
039 = Klondike Hwy.
040 = Haines Rd.
041 = Skagway Rd.
042 = Rob't Campbell Hwy.
043 = Canol Road
044 = Cassiar Hwy.
069 = Top of the World Hwy.

090 = river trips

096 = bush camps
- fish/hunt

097 = roadside

098 = bush camps
- work

099 = all over

(Roadside Alaska = 4097 All over Alaska = 4099 Whitehorse = 3008
Yukon = 3097 Yukon = 3099 Atlin = 1012)

QUESTIONNIARE CODING PART B

(City sightseeing - Whitehorse/ Dawson City = 3008/3003)

"WHERE" for entertainment, historical sites, museums, and tours, used the following table. (Codes entered in right margin)

WATSON LAKE

3081 = Sign Posts
3082 = Museum

WHITEHORSE

3070 = MacBride Museum
3071 = S.S. Klondike
3072 = Miles Canyon
3073 = Yukon Gardens
3074 = M.V. Schwatka
3075 = City Tours
3076 = Stage Shows
3077 = Old Log Church

TESLIN

3083 = George Johnston Museum

HAINES JUNCTION

3080 = Interpretative Centre (slide show)
3086 = Silver City

QUESTIONNIARE CODING PART B

MAYO

3085 = Keno Hill Mining Museum

DAWSON CITY AREA

3055 = Gaslight Follies
3056 = Keno (mining museum)
3057 = Robert Service Cabin
3058 = Dredge #4
3059 = Walking Tour
3060 = Jack London Readings
3061 = Bear Creek
3062 = Guiggieville Gold Panning

3063 = Gertie's
3064 = Dawson Music Festival
3065 = Discovery Days
3066 = Dome Race
3067 = River Boat Tour
3068 = Visitor's Centre (slide show)
3069 = Top of the World Hwy.

ATLIN

3084 = Paddlewheeler

(Festival/events - Frantic Follies/Gaslight Follies = 3076/3055)

(Parks Canada guided hikes/tours - Dawson City walking tour = 3059)

Question 3. Your honest opinion about your visit to the Yukon would be very helpful to us. Did you find that overall, your experience (in each of the following categories) was bad, neutral or good? And further, was your experience worse, as expected or better than you expected? For each category, first circle the number which represents your experience and secondly, circle the number which corresponds to what you expected.

Experience?.....Number

Expected?.......Number

Question 4. Thinking about your visit to the Yukon, please rate the Yukon on each statement listed below by circling the number that best represents your honest opinion.

Number

Your responses to the following questions are important in understanding the type of individual who visits the Yukon.

The information you provide will remain confidential. With this information we will be able to build a profile of Yukon visitors.

Question 5. Please circle the number corresponding to your sex.

Male = 1

Female = 2

Number

Question 6. Please circle the number corresponding to your age category.

(15 to 19)	= 1	(40 to 49)	= 4	(70 to 74)	= 7
(20 to 29)	= 2	(50 to 59)	= 5	(75 or more)	= 8
(30 to 39)	= 3	(60 to 69)	= 6		

Number

Question 7. Please circle the number corresponding to your highest education (where you have completed all or some of the requirements).

(no formal education)	= 0	(vocational/technical)	= 3
(grade school)	= 1	(college/university)	= 4
(high school)	= 2	(post grad university)	= 5

Number

Question 8. What is your occupation? We do not want to know the name of the company you work for, but just the type of job and type of company. If you are retired, please circle the "R" and answer with your occupation before you retired. If you are not currently employed, please circle the "U".

R ______________________ in ______________________

(type of job) (type of company)

Question 9. Please circle the number corresponding to the range that includes your 1986 gross personal income, that is, your income before taxes and deductions. (Please include income from tips, commissions, pensions, interest and rents, etc.).

(less that $15,000) = 1
($15,000 to $19,000) = 2
($20,000 to $29,000) = 3
($30,000 to $39,000) = 4
($40,000 to $49,000) = 5
($50,000 and over) = 6
(not employed for wages) = 7

Number

What currency is this in? ______________

QUESTIONNIARE CODING PART B

Question 10. Are you likely to take another vacation or pleasure trip similar to this one in the next two years?

Yes I will = 1
No I will not = 2
I am not sure = 3

Number

Question 11. What comments would you like to make, either positive or negative about your visit to the Yukon?

* Comments were data entered verbatim and coded using the following table:

P001
N001 = People

P002
N002 = Scenery

P003
N003 = Wildlife & Fishing

P004
N004 = Weather

P005
N005 = Bugs

P006 = Generally content
N006 = Generally discontent

P007
N007 = Roads

P008
N008 = Signs

P009
N009 = Campgrounds & Parks

P010
N010 = Food Costs

P011
N011 = Gas Costs

P012 Accommodation
N012 = (Cost & Quality)

P013
N013 = Food - Quality

P014
N014 = Exchange Rate

P015
N015 = Service

P023
N023 = Fishing Access

P024
N024 = Survey

P025 Souvenirs,
N025 = Native Crafts

P026
N026 = Radio Reception

P027
N027 = Whitehorse

P028
N028 = Dawson

P029
N029 = Pull-Offs

P030
N030 = Rest Areas

0031 = Dump Stations (needed)

QUESTIONNIARE CODING PART B

P016 Historical Aspects
N016 = (Shows Included)

P017
N017 = Museums

P018 Info Centres,
N018 = Advertising

P019
N019 = Litter

P020 Transportation
N020 = (availability)

P021 Transportation
N021 = (costs)

P022
N022 = Fishing Information

0032 = Drinkable Water (needed)

0033 = Passing Through

0034 = Plan to Return (or would like to)

0035 = Repeat Visit

0036 = Business Trip

0037 = Will Recommend
0038 = Will Not Recommend

P039
N039 = Costs

P = Positive Comment N = Negative Comment

Up to five comments were coded.

Comment: The roads were better than expected. We enjoyed the scenery very much. The people were friendly and helpful. We were very impressed with the restoration in progress in Dawson. Hope to return to the Yukon soon.

(Code: P007 P002 P001 P028 0034)

Thank you for your help. Please accept our 1987 Visitor Exit Survey pen as a token of our appreciation.

At some point in the future we may need to contact some of the people surveyed for additional information. May we contact you if necessary?

___No

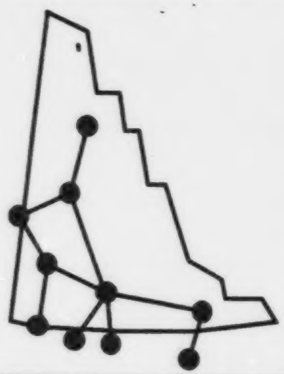
___Yes, I may be contacted at: name ______________________________

address: ______________________________city:_____________

prov/state:___________________________country:_____________

postal code: ________________________phone: _____________

THANK YOU.



Edit Procedures

FIELD EDIT

FORM A

1. INTERVIEWERS

Interviewers received instruction at training in how to accurately complete Forms A. They were also instructed to read the questions verbatim in order to ensure accuracy and consistency in the interviews.

During the survey, sample questionnaires were prepared outlining correct edit procedures. These were added to the interviewers' manuals and used as reference when editing.

Questionnaires were edited at the first opportunity following the interview. The Forms A were checked for legibility and accuracy. The core information and the entries for each question were reviewed. Notes were made on the questionnaire during the interview and used to assist in the recall of information given by the respondent during the interview.

2. STINT SUPERVISORS

Stint Supervisors collected the completed work at the end of each stint.

The Forms A were checked for accurate core information, missing or incomplete information, and legibility.

Stint Supervisors used the sample questionnaires supplied by the Coordinator as a guide in editing the completed Forms A. Interviewers were consulted for follow-up when necessary. Noted inaccuracies by individual crew members were discussed with the interviewer and proper procedures reviewed.

The Stint Supervisor was responsible for quality standards at their site.

Questionnaires (Forms A with corresponding Forms B) and tally sheets from highway sites were batched by stint (date), in form code number order, and placed in an envelope with the date written on the outside. A separate envelope was used for each stint day.

Bus questionnaires were batched by stint, by tour, in form code number order. Air forms were batched by stint, by flight, in form code number order. Separate envelopes were used for each stint, the date written on the outside of the envelope.

Envelopes were placed in a box and shipped weekly to the Bureau of Statistics office (charges collect). Each Stint Supervisor followed the transportation method and schedule which had been arranged at training.

The Whitehorse and Bove Island stint supervisors delivered the work weekly to the Bureau of Statistics office.

TALLY SHEETS

1. HIGHWAY

A separate tally sheet was used by each interviewer for their shift as tally person during the stint.

The interviewer entered the date, site location, their name, and the time of the shift on the tally sheet. (see appended tally sheet)

At the end of the shift, or when time allowed during the stint, the interviewer tabulated the entries in each column. "Local" traffic was totalled separately at the foot of the column.

The Stint Supervisor collected all tally sheets at the end of the stint.

The tally sheets were checked by the Stint Supervisor for correct core information (interviewer's name, date, shift time, site location). The addition was also verified.

The number of diverted vehicles (circled stick indicators) was compared to the number of Forms A. The number of "local" diverted vehicles (indicated by marking a square around the stick indicator) was checked with the number of Forms A marked "local".

When the edit was complete, the tally sheets were placed with the completed questionnaires in an envelope marked with the stint date.

2. AIRPORT

The Stint Supervisor tallied the total number of out-bound Yukon residents encountered during each stint by all interviewers on a Form A numbered "7777".

A separate form was used for each stint with entries in the form code, site, date, stint, and tally of out-bound Yukon residents sections.

OFFICE EDIT

Questionnaires were shipped from every site in weekly batches.

The weekly shipment from highway sites included the tally sheets along with the questionnaires batched by stint (in form code number order) in separate envelopes. The date was marked on the envelope and the first edit step was to check to see that there was work for every stint scheduled at that site.

Tally sheets were checked for correct dates and stint times. The total number of diverted vehicles tallied (indicated by circling the stick indicator for the selected vehicle) was compared to the total number of Forms A for the stint. Any differences were checked by matching the vehicle type and license plate origin recorded on the Form A with those recorded on the tally sheet.

"Local" traffic was totalled separately at the foot of each column. For diverted vehicles, interviewers were to mark the Form A "local" at the top of the questionnaire. The number of "local" Forms A should equal the number of diverted "local" vehicles on the tally sheet (indicated by marking a square around the stick indicator for that vehicle). Disparities could be checked by comparison of vehicle type and license plate origin recorded on the Form A with the entries on the tally sheet.

The information in the Bus Driver/Escort section of Forms A from bus sites was verified. Information should be identical for passengers from one tour.

The information in the Airport Flight Record Section was verified on the Air Forms. Passengers from one flight should have the same core information in this section. The number of passengers boarded on the flight was obtained from the list supplied to the Bureau of Statistics office by the Airport Manager's office.

At the beginning of the survey, every Form A was edited by the Survey Coordinator.

Common interviewer errors were noted and sample Forms A were prepared by the Coordinator detailing correct procedures for completing the questionnaires. Stint Supervisors were asked to review the sample questionnaires with their crew. Each stint supervisor and interviewer was given a copy of the sample Form A to include in their manual.

When the Stint Supervisor reported weekly by telephone, errors common to their site were discussed. Discussions were always followed by written instructions. Stint Supervisors were responsible for quality control on their site.

Interviewers were instructed to make notes on the Form A. Respondents were not always able to recall full details of their trip (some were not able to recall the number of nights spent in a particular camping spot, the name of an R.V. park or campground). Notes by the interviewer stating that the respondent could not recall these details would then provide information that explained discrepancies or missing information.

As the survey progressed and the numbers of questionnaires increased, additional staff was hired and editing was done as the questionnaires were coded.

Each questionnaire was checked to verify that information was complete (or that an explanation was given for missing information).

Control information was verified.

Entries were checked in each question throughout the Form A.

Entries in question two were compared to the number of persons recorded in question number four. The number of nights spent in the Yukon recorded in question number nine was compared to the number of nights recorded in question number eleven. The route outlined on the map in question ten was compared with the information recorded in question number eleven.

Interviewers' notes were particularly helpful in verifying the travel route in question ten for air or river trips.

Following edit and coding, data processing took place in the Bureau of Statistics office.

Computer print-outs were then generated and the data was subjected to consistency checks.

Consistency checks included checking control information for anomalies by comparing stint days and shift times listed on the print-out with the site stint schedule.

Question 10 data was proofed by checking that coding for each trip began and ended with "00", that each trip started and ended at ports of entry/exit, that each leg of the trip was to/from the next community, and that circuit trips listed pivot points. (see coding procedures)

Following these and other consistency checks, the questionnaires were filed by site, by date, in number order and a master list of forms was created. On the master list for each site, questionnaires were listed by date with each form number used on that date recorded.

The questionnaires were then boxed for storage in the Y.T.G. Records Services area.

FORM B

The interviewers numbered the Forms B to coordinate with the Form A for the travelling party. The Stint Supervisor shipped the questionnaires in number order, the Forms B grouped with the coordinate Form A.

Forms B had been printed with a space for the form code on page one of the questionnaire. The interviewers were instructed to enter the form code in both the provided space and on the cover of the questionnaire. When the forms were received from the field, the first edit was to check the form codes to verify that the number on the Forms B coordinated with the Form A for the travel party. At this stage of edit, it was more efficient to have the form code on the outside of the questionnaire where it could be quickly checked rather than have to open each questionnaire to check the number.

Interviewers were instructed to record the number of Forms B completed by the travel party on the Form A. This was used as a check to know whether all questionnaires were accounted for and provided information to gauge the Form B response rate on each site.

General comments (recorded on the Form A by the interviewer when a respondent had not completed a Form B) were recorded in question number eleven on a Form B. The questionnaire was marked "comments only" on the front cover allowing the data entry clerk to go directly to question number eleven.

The site code and the date were then entered on the front cover of the Form B.

At the start of the survey, all Forms B were coded in the Bureau of Statistics office. As the survey progressed and the work load increased, it was decided that some of this coding could be done in the field by the Stint Supervisors.

A Form B with coding instructions was created and, on sites where time allowed, coding was done by the Stint Supervisors using this as a guide.

The Forms B coded by the Supervisors were checked in the office as they were received. This check involved confirming that the number on the Forms B coordinated with the Form A for the travelling party, that the site code and date were entered on the front cover, and that the entries throughout the Form B were accurately coded.

The "where" in question number two was always coded in the Bureau of Statistics office. (see coding procedures Form B)

The questionnaires were data processed in the Bureau of Statistics office.

The forms were filed by site, by date, in form code number order.

A computer print-out of the comments in question number eleven was generated and the comments were coded (see Form B coding procedures).

The data was then subjected to consistency checks. A computer print-out of Forms B listed by site, by month, by day, by form code number, was then checked with the Forms B. Anomalies in date, site, form code were checked against the master list of Forms A.

When this last stage of edit was complete, the questionnaires were boxed by site, by date, in form code number order, for storage in the Y.T.G. Records Services area. A master list was created for each box listing the Forms B by site with the form numbers listed by date.

TALLY SHEETS

When the shipments were received from the sites, the tally sheets were checked to verify the site, date, and time entries.

The tally sheets were checked against the stint calendar to verify that work was received for each scheduled stint day, that the time recorded was the same as the scheduled shift time, and that there was a tally sheet for each shift of the stint.

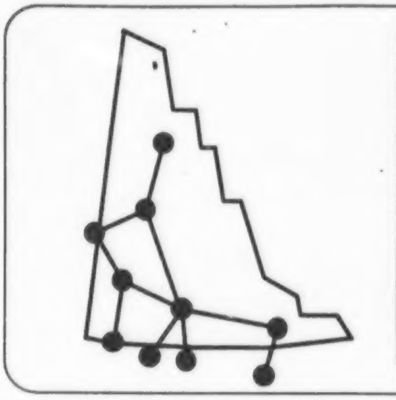
The tally sheets were checked for correct addition in each column.

The number of diverted vehicles (circled stick indicators) was checked against the number of Forms A for the stint. The number of "local" diverted vehicles (squares around stick indicators) was checked against the number of Forms A marked "local". Discrepancies were checked by matching the license plate origin and classification of the diverted vehicles on the tally sheet with the vehicle classification and license plate origin recorded on the Forms A for the stint.

The tally sheets were data processed in the Bureau of Statistics office.

A computer print-out of each tally sheet was generated listing each by site, by date, and by stint time to check for anomalies.

When the edit was complete, the tally sheets were filed in boxes by site, by date, and by stint time and stored in Y.T.G. Records Services.



Recommendations

FORMS LIST

A form to list Forms A and B as they are received from the field is necessary to provide progress information during the survey. The list would provide an on-going tally of the response rate at each site.

Forms A listed by site, by date, in form code number, listing the number of Forms B completed by each travelling party, would provide a Form B response rate.

Coding the Forms A, using C (complete interview), P (partial interview), or R (refusal), would provide a tally of response to this questionnaire.

The form list would also provide a check that work was received from each site for every stint day.

During the survey, response rates and the receipt of shipments were monitored by the Coordinator but became progressively more difficult to monitor as the amount of work increased and more than one person was doing the in-office edit.

RECOMMENDATIONS

TALLY SHEETS

Vehicle types listed on the Forms A and on the tally sheet should be identical.

The vehicle types listed on the Forms A and on the tally sheets differed slightly. Recreational type vehicles such as Broncos did not fit a specific type listed.

FORM A

Question number fifteen on the Form A should include a classification to capture specific costs for ferry travel.

An area to report the use of the Milepost as an information source in questions thirteen and fourteen should be provided. Many respondents reported the Milepost as their source of information (this was recorded in the "other" category and necessitated the data entry clerk typing in the name each time).

FORM B

Question number two in the Form B seemed too complex for most respondents. Respondents would answer "no" they did not participate in an activity, and then answer that they were "very satisfied" with the activity.

Questions number five and six were often misunderstood and many respondents answered for both persons in their travel party (male 1, and female 2, both circled and two age categories circled). A qualifier stating that the information was for the respondent completing the Form B might prevent this misunderstanding.

Comments were frequent from both interviewers and respondents that the Form B was too long for the time the average travel party was willing to spend in participating in the survey.

Appendix I
Tour Operators

The following is a list of independent tour operators with which we came in contact during the 1987 Yukon Visitor Exit Survey:

ABBOT BUS LINES

ADVENTURE TOURS

A. K. INTERNATIONAL TOURS

ALBATROSS TOURS

ALBERTA WHEAT POOL TOUR

AMERICAN MOTOR COACH TOURS

ANIK TOURS

A. T. COOK TOURS

ATLAS TRAVEL TOURS

BACKROAD TOURS

BATTLE RIVER TOURS ASSOC.

BEGINNER TOURS

BELL TOURS

B. K. W. RAMBLER'S CLUB

BLUEBIRD COACH TOURS

BLUE & WHITE TRAVEL

BREMER TOURS

APPENDIX I: TOUR OPERATORS

BURKE TOURS (Christian Tours)

CANADIAN MOUNTAIN COACH TOURS

CAREFREE TOURS

CIRCLE TOURS

COLLETTE TOURS (Atlas)

CONESTOGA TOURS

CONNECTICUT TOURS

CONTACT PACIFIC TOURS

EAGLE TOURS

ENCORE TOURS & TRAVEL

EVERGREEN TOURS

FEHR-WAY TOURS

FOUR SEASONS TOURS

FRANKLIN TOURS

FRONTIER TOURS

GADABOUT TOURS INC.

GOODLIFE TOURS

GOOD TIME TOURS (Good Time Chariots)

GREYHOUND CHARTERS (39'ers Club)

HANOVER HOLIDAY TOURS LTD.

HAWKEYE TOURS

HOLIDAY TRAVEL TOURS

HORIZON HOLIDAYS

HUTCHISON TOURS (Omni)

JONIK CHARTER BUS LINES

KEEPSAKE TOURS

KENNEDY TOURS

KOMPASS REISEN (German)

KRAFTOURS

KUONI TRAVEL (Atlas)

LADSON & HANSON BUS LINE (Roy and Wilma Tours)

LANCO TRAVEL

LAPEAKUS TOURS

LEE LINE

LEISURE TRAVEL

LETAT TOURS

LIL'S TRAVEL

LINCOLN TOURS & TRAVEL

LONNIE STEIN TOURS

MAUPIN TOURS (Atlas)

MAVERICK TOURS

MICKEY/ MASONIC TOUR

MID COLUMBIA TOUR

MIDNIGHT SUN TOUR

MULVIHILL TOUR

NAGEL TOURS LTD.

NORTHERN TOUR

PARK TOURS

PARSON'S TOURS

POOLE TOURS

PRUDENT TRAVEL

P. T. S. TOURS

QUESTERS TOURS

RAINBOW TOURS

RAM TOURS (Trailways)

RAMBLERS' CLUB

APPENDIX I: TOUR OPERATORS

SOUTH DAKOTA FARMERS' UNION TOUR

SOUTHERN CHARTER WAYS

SOUTHWEST COACH TOURS

SPECIALTY TOURS

SWIFTSURE (Swiss Travel)

STEWART TRAVEL

SUNSHINE CHARTER & KEEPSAKE TOURS

TOBY'S TRAVEL TOURS

TRAVAK

TRAVEL EASY TOURS

TRAVEL GALLERY TOURS

TRAVELWAYS TOURS

TRI-CITY TOURS

TRI-STATE TOURS

UNIVERSAL FUNFINDERS

UTOPIA TOURS

VISTA TRAVEL

WEIBE TOURS

WELLS GRAY TOURS LTD.

WHAT CHEERS TRAVELLERS

Y.W.C.A. TOURS

Appendix II
Show Cards

The following are the show cards handed to the respondent at the start of the interview. They were enclosed in plastic folders and bound together in a booklet format. Different coloured folders were used for each set of two cards. The cards were arranged in order of the corresponding question in the Form A.

CARD 1. AGE CATEGORIES (Question 4)

0 under 15 years of age

1 15 to 19 years of age

2 20 to 29 years of age

3 30 to 39 years of age

4 40 to 49 years of age

5 50 to 59 years of age

6 60 to 65 years of age

7 66 to 69 years of age

8 70 to 74 years of age

9 75 or more years of age

CARD 2. BUSINESS CATEGORIES (Question 5)

1. FOR REASONS OF EMPLOYMENT

2. FOR A CONVENTION OR CONFERENCE

3. OTHER BUSINESS REASONS

CARD 3. PLEASURE CATEGORIES

1. FOR A VACATION OR HOLIDAY

2. FOR PERSONAL REASONS

3. TO VISIT FRIENDS OR RELATIVES

4. TO PARTICIPATE IN SPORTS

5. TO ATTEND A SPORTING EVENT

6. FOR OUTDOOR RECREATIONS

7. FOR OTHER REASONS

CARD 4. YUKON SCHEMATIC MAP (Question 10) - see attached map

CARD 5. ACCOMMODATION CATEGORIES (Question 11)

1. HOME OF FRIEND OR RELATIVE

2. RESORT OR LODGE

3. COMMERCIAL COTTAGE OR CABIN

4. TERRITORIAL CAMPGROUND

5. HOTEL OR MOTEL

6. BED AND BREAKFAST ESTABLISHMENT

7. OUTFITTER OR OUTPOST

8. RECREATIONAL VEHICLE PARK

9. COMMERCIAL CAMPGROUND

10. OTHER (PLEASE SPECIFY)

CARD 6. EXPENSE CATEGORIES (Question 16)

1. TRANSPORTATION TO AND FROM YUKON DESTINATIONS

2. LOCAL TRANSPORTATION WITHIN A YUKON COMMUNITY

3. ACCOMMODATION

4. FOOD AND BEVERAGES PURCHASED FROM STORES

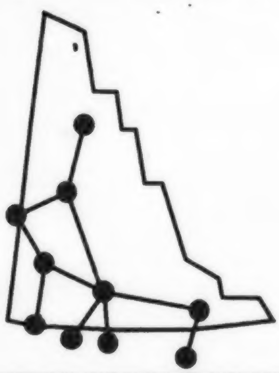
5. FOOD AND BEVERAGES PURCHASED FROM RESTAURANTS/BARS

6. RECREATION AND ENTERTAINMENT

7. OTHER PURCHASES SUCH AS SOUVENIRS

* SERVICES SUCH AS VEHICLE RENTAL

* (this category was written in by the interviewer)



Appendix III
Staff

The following persons were instrumental in the success of the 1987 Visitor Exit Survey and we acknowledge their participation with pride and gratitude.

SITE CREWS:

SITE 01 - WATSON LAKE:

JOHN MOLLOY - STINT SUPERVISOR
PETER AMANN - INTERVIEWER
CINDY THOMPSON - INTERVIEWER
KYLE TILITSZKY - INTERVIEWER

SITE 02 - CASSIAR

ARLENE CORCORAN - STINT SUPERVISOR
VICTOR MAH - INTERVIEWER

APPENDIX III: STAFF

SITE 03 - BOVE ISLAND

SHIELA ALEXANDROVICH - STINT SUPERVISOR
EILEEN WALLY - INTERVIEWER
MARY RUBY - INTERVIEWER

SITES 04/05 - WHITEHORSE

LISA BONNEFOY - STINT SUPERVISOR
ED STELMACHER - STINT SUPERVISOR
VERNA NICHVALADOFF - INTERVIEWER
MARY HUDGIN - INTERVIEWER

SITES 06/07 - KATHLEEN LAKE/SHEEP MOUNTAIN

PAULINE MAHONEY - STINT SUPERVISOR
RICH O'HANLON - INTERVIEWER
MATHEW LIEN - INTERVIEWER

SITES 09/10 - TOP OF THE WORLD/DEMPSTER HIGHWAY

PATRICIA HANRATH - STINT SUPERVISOR
ALENA HEMPL - INTERVIEWER
TAMMY HUDSON - INTERVIEWER

DATA PROCESSING:

CELIA CANT

JENNIFER NATHAN

SUSAN WALKER

MARY HUDGIN

WE ARE ALSO GRATEFUL FOR THE SUPPORT AND COOPERATION OF THE FOLLOWING PERSONS AND COMPANIES;

The Manager of CANADIAN AIRLINES INTERNATIONAL, Mr. Gary Rolfe.

The following TOUR COMPANIES;

ATLAS TOURS - STAFF IN WHITEHORSE AND VANCOUVER, B.C.

PRINCESS TOURS - STAFF IN WHITEHORSE, DAWSON CITY, SEATTLE, WASH.

GRAYLINE OF ALASKA (WESTOURS) - STAFF IN WHITEHORSE, DAWSON CITY, SEATTLE, WASH.

The staff of the OUTREACH OFFICES in DAWSON CITY, HAINES JUNCTION, and WATSON LAKE.

The management and staff of the following HOTELS:

In WHITEHORSE;

WESTMARK WHITEHORSE (formerly Sheffield Hotel)
WESTMARK KLONDIKE INN (formerly Klondike Inn)
REGINA HOTEL
STRATFORD MOTEL
YUKON INN

AIRLINE INN

T & M HOTEL

TAKU HOTEL

WHITEHORSE CENTER MOTOR INN

GOLD RUSH INN

In DAWSON CITY;

WESTMARK KLONDIKE INN (formerly Sheffield Dawson)

ELDORADO HOTEL

DOWNTOWN HOTEL

TRIPLE "J" MOTEL

MIDNIGHT SUN HOTEL

In WATSON LAKE;

WATSON LAKE HOTEL

The management and staff of CUSTOMS CANADA.

APPENDIX III: STAFF

The following employees of the YUKON TERRITORIAL GOVERNMENT;

EXECUTIVE COUNCIL OFFICE;

JERRY ZAHORA

SHARON PERRIER

COMMUNITY AND TRANSPORTATION SERVICES;

WHITEHORSE;

RAY MAGNUSON

COLIN YEULET

JIM SYMINGTON

HARLEY CLAPPERTON

EILEEN FRASER

DAWSON CITY;

CREW OF THE YUKON RIVER FERRY

MAINTENANCE GARAGE STAFF

HIGHWAY MAINTENANCE CREWS

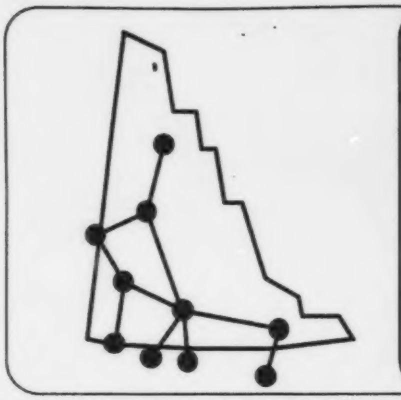
PUBLIC SERVICE COMMISSION;

JEAN DELL

RENEWABLE RESOURCES;

PETER FRANKISH

ROGER VIZBÁR



Appendix IV
Stint Schedule

a. HIGHWAY:

SITE 01 WATSON LAKE

JUNE	1	MORNING
	2	EVENING
	3	AFTERNOON
	5	EVENING
	7	MORNING
	8	AFTERNOON
	10	MORNING
	13	EVENING
	14	AFTERNOON
	15	AFTERNOON
	16	MORNING
	17	EVENING
	21	MORNING
	22	MORNING
	25	EVENING
	26	AFTERNOON

	28	AFTERNOON
	30	AFTERNOON
JULY	1	AFTERNOON
	2	MORNING
	3	AFTERNOON
	4	EVENING
	6	MORNING
	7	EVENING
	9	EVENING
	12	MORNING
	13	MORNING
	16	AFTERNOON
	17	EVENING
	19	EVENING
	20	AFTERNOON
	21	MORNING
	23	EVENING
	25	AFTERNOON
	26	MORNING
	27	MORNING
	30	AFTERNOON
AUGUST	1	EVENING
	2	AFTERNOON
	3	*EVENING
	5	MORNING
	6	MORNING

7	AFTERNOON
8	**AFTERNOON
9	MORNING
13	AFTERNOON
14	MORNING
16	*EVENING
17	AFTERNOON
18	AFTERNOON
19	**MORNING
20	*EVENING
21	*EVENING
25	MORNING
26	*EVENING
28	AFTERNOON
30	MORNING
31	MORNING

SITES 01/02 WATSON LAKE/CASSIAR (combined)

			SITE
SEPTEMBER	1	MORNING -	01
	2	*EVENING -	01
	3	AFTERNOON -	01
	4	MORNING -	01
	6	*EVENING -	01
	8	AFTERNOON -	02
	11	AFTERNOON -	01
	13	AFTERNOON -	01

14 MORNING - 01

16 AFTERNOON - 01

17 MORNING - 01

18 MORNING - 02

19 AFTERNOON - 02

20 MORNING - 01

21 AFTERNOON - 02

23 AFTERNOON - 01

25 MORNING - 01

27 MORNING - 02

28 AFTERNOON - 01

30 MORNING - 01

SITE 02 CASSIAR

JUNE 1 MORNING

3 MORNING

4 EVENING

5 AFTERNOON

6 MORNING

9 EVENING

11 AFTERNOON

12 MORNING

14 AFTERNOON

16 MORNING

18 EVENING

21 EVENING

24 MORNING

	25	AFTERNOON
	26	EVENING
	27	AFTERNOON
	28	MORNING
	30	AFTERNOON
JULY	2	MORNING
	3	AFTERNOON
	4	MORNING
	5	EVENING
	7	AFTERNOON
	8	EVENING
	10	MORNING
	11	AFTERNOON
	13	MORNING
	16	EVENING
	17	AFTERNOON
	19	MORNING
	20	MORNING
	21	EVENING
	24	AFTERNOON
	25	AFTERNOON
	28	MORNING
	29	AFTERNOON
	30	EVENING
AUGUST	2	EVENING
	3	*EVENING

	4	AFTERNOON
	6	MORNING
	7	AFTERNOON
	10	AFTERNOON
	11	MORNING
	12	*EVENING
	15	MORNING
	17	AFTERNOON
	18	*EVENING
	19	**AFTERNOON
	20	AFTERNOON
	21	MORNING
	23	*EVENING
	26	MORNING
	27	*EVENING
	28	AFTERNOON
	29	MORNING
	31	MORNING

SITE 03 BOVE ISLAND

JUNE	1	MORNING
	2	AFTERNOON
	6	EVENING
	10	MORNING
	11	EVENING
	14	AFTERNOON
	15	EVENING

	16	AFTERNOON
	19	MORNING
	20	MORNING
	22	MORNING
	26	AFTERNOON
	28	AFTERNOON
	30	EVENING
JULY	1	AFTERNOON
	7	AFTERNOON
	8	MORNING
	10	EVENING
	12	MORNING
	13	MORNING
	14	EVENING
	15	AFTERNOON
	18	EVENING
	20	MORNING
	21	AFTERNOON
	25	MORNING
	28	AFTERNOON
	29	EVENING
AUGUST	2	AFTERNOON
	4	MORNING
	5	*EVENING
	6	AFTERNOON
	8	**AFTERNOON

	9	*EVENING
	10	*EVENING
	12	AFTERNOON
	14	MORNING
	15	AFTERNOON
	18	*EVENING
	20	MORNING
	21	AFTERNOON
	22	MORNING
	28	MORNING
	31	**AFTERNOON

SEPTEMBER	1	*EVENING
	2	AFTERNOON
	4	MORNING
	6	AFTERNOON
	7	MORNING
	9	AFTERNOON
	10	MORNING
	12	*EVENING

SITES 06/07 KATHLEEN LAKE/KLUANE LAKE

			SITE
JUNE	1	AFTERNOON -	06
	3	MORNING -	06
	5	EVENING -	06
	6	AFTERNOON -	07

	7	AFTERNOON -	06
	9	MORNING -	06
	10	EVENING -	07
	11	AFTERNOON -	06
	13	MORNING -	07
	14	MORNING -	06
	16	EVENING -	07
	18	EVENING -	06
	21	EVENING -	06
	22	AFTERNOON -	07
	23	MORNING -	06
	24	MORNING -	07
	25	AFTERNOON -	06
	27	MORNING -	06
	28	MORNING -	07
	29	AFTERNOON -	06
	30	EVENING -	06
JULY	3	MORNING -	06
	4	MORNING -	07
	5	AFTERNOON -	06
	6	MORNING -	06
	7	EVENING -	06
	8	AFTERNOON -	07
	9	AFTERNOON -	06
	12	EVENING -	06
	13	EVENING -	07
	15	AFTERNOON -	06

APPENDIX IV: STINT SCHEDULE

17 MORNING - 06
18 AFTERNOON - 06
19 AFTERNOON - 07
20 MORNING - 07
21 MORNING - 07
22 AFTERNOON - 06
25 MORNING - 06
28 AFTERNOON - 06
29 MORNING - 06
30 EVENING - 06
31 AFTERNOON - 07

AUGUST 1 AFTERNOON - 06
2 MORNING - 06
4 AFTERNOON - 06
5 *EVENING - 06
6 AFTERNOON - 07
7 AFTERNOON - 06
8 MORNING - 07
9 *EVENING - 06
10 AFTERNOON - 06
11 MORNING - 06
14 MORNING - 07
15 *EVENING - 07
16 AFTERNOON - 07
17 MORNING - 07
20 MORNING - 06
21 *EVENING - 06

	23	MORNING	-	06
	25	AFTERNOON	-	06
	26	*EVENING	-	07
	27	*EVENING	-	06
	31	MORNING	-	06
SEPTEMBER	1	MORNING	-	06
	2	AFTERNOON	-	06
	3	*EVENING	-	07
	4	AFTERNOON	-	07
	5	AFTERNOON	-	06
	6	MORNING	-	07
	7	*EVENING	-	06
	8	*EVENING	-	06
	9	AFTERNOON	-	06
	10	MORNING	-	07
	11	MORNING	-	06
	13	MORNING	-	07

SITES 09/10 TOP OF THE WORLD/DEMPSTER HIGHWAY

				SITE
JUNE	13	MORNING	-	09
	15	AFTERNOON	-	09
	17	MORNING	-	09
	18	AFTERNOON	-	10
	19	AFTERNOON	-	09
	20	MORNING	-	09

21 MORNING - 10
23 MORNING - 09
25 AFTERNOON - 09
26 MORNING - 09
28 AFTERNOON - 09
30 AFTERNOON - 09

JULY 2 MORNING - 10
3 AFTERNOON - 09
5 MORNING - 09
6 AFTERNOON - 10
7 AFTERNOON - 09
10 MORNING - 09
12 AFTERNOON - 10
16 AFTERNOON - 09
17 MORNING - 09
18 AFTERNOON - 09
20 MORNING - 09
24 AFTERNOON - 10
26 MORNING - 09
30 MORNING - 10

AUGUST 2 AFTERNOON - 09
5 AFTERNOON - 10
9 MORNING - 09
13 MORNING - 10
15 AFTERNOON - 09
18 AFTERNOON - 10

19 MORNING - 09

23 MORNING - 10

27 AFTERNOON - 09

29 AFTERNOON - 10

SEPTEMBER 2 MORNING - 09

5 MORNING - 10

6 AFTERNOON - 09

7 AFTERNOON - 10

10 MORNING - 09

b. BUS/AIR SITES:

SITES 04/05 WHITEHORSE AIRPORT/BUSES

JUNE 11
12
13
15
16
17
18
20
21
23
24
25
28

AUGUST 1
2
4
5
6
7
9
10
12
13
15
16
19

APPENDIX IV: STINT SCHEDULE

29

JULY 1

2

3

4

8

9

10

11

12

13

14

16

18

21

22

23

24

26

28

29

30

31

20

21

22

24

25

27

28

29

30

SEPTEMBER 1

3

5

6

7

9

11

13

14

15

17

19

20

21

22

23

STINT SCHEDULE - DAWSON BUS

JUNE	16	AUGUST	1
	19		3
	26		5
	28		7
			11
JULY	5		13
	6		14
	7		17
	10		18
	12		21
	14		24
	16		25
	17		27
	18		28
	20		29
	22		31
	25		
	28	SEPTEMBER	4
	29		5
			7
			8
			11

* Shortened evening stint (6:00 to 10:00 p.m.)

** Stint added to compensate for shortened evening stint.